

CHELSEA GODDARD

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📍 Oakland, CA

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PROFILE Dynamic, technically sophisticated product strategist with expertise in technical project management, competitive analysis, business operations, and sales strategy gained over 3+ years of professional experience. Proven ability to research cutting edge technology, manage multiple projects with competing deadlines, and identify customer needs and product gaps.

SKILLS

TECHNICAL	Level
HTML, CSS	////
Git, Github	////
GIS, ERDAS	////
SQL	///
Salesforce	////
CLI Tooling	////
JavaScript	//
Python	//

PROFESSIONAL

Project Management
Team Building
Strategic Planning
Customer Acquisition
Competitive Intelligence
Market Analysis

INTERESTS

Social Impact
Geospatial Technology
Corporate Development
Alternative Energy

EDUCATION

BA, Law (High Honors)
UC Berkeley
2014 - 2016

BA, Geography (High Honors)
UC Berkeley
2014 - 2016

AWARDS

Phi Beta Kappa Society
2015
Undergraduate Merit Scholar
2015
Volunteer Leadership Award
2014
Dean's Honors List
2014, 2015

PROFESSIONAL EXPERIENCE

STRATEGIST *Mapbox | SF, CA | 2017 – Present*

Orchestrate cross-functional collaboration across business, engineering, and product teams to expand Mapbox market share into key industry verticals and attain ambitious revenue targets. Mine data from disparate data sources to identify ICP accounts and account strategy. Leverage customer insight to devise product strategy.

- Coordinate with Service owners as Competitive Intelligence and Pricing associate for product launches.
- Develop outbound sales strategy to improve pipeline metrics and increase ARR; methods returned \$2M in opportunities and \$350k in unrecognized revenue.
- Work with Mapbox tooling to build technical demos for customers.

Technical Business Development

- Identified product gaps and led competitive analysis for 25+ Tier 1 accounts to initiate buying conversations with product owners and executives.
- Sourced and qualified \$4.5M in net new opportunities over 12 months.

RESEARCH ANALYST *Harvard | Oakland, CA | 2017 – 2018*

Sourced data and analyzed satellite imagery to contribute to human rights-related research and products for United Nations. Spearheaded literature reviews of peer-reviewed publications.

- Identified new tools and methodologies for Imagery processing.
- Conducted analysis for monthly analytical requests from the United Nations.
- Created project proposal focused on the potential opportunities of leveraging telemetry data in the field.
- Delivered literature review on the impact of interstitial datasets on human rights.

PRODUCT STRATEGIST *ESRI | Redlands, CA | 2015 – 2017*

Supported product strategy through cross-functional collaboration and support of diverse internal teams and stakeholders. Designed and developed project and product proposals for Technical Marketing team and product teams. Recommended product engineering methods to Director of Strategy.

- Conducted SWOT analysis for 20+ companies in the geospatial industry.
- Led technical marketing presentations to engineers, product managers, and VPs on 12 different competitive products.
- Tested and configured 4+ open source tools for benchmarking and analysis.

Product Manager *Internship*

- Created syndicated research report on Environmental design market.
- Proposed product bundling for several premiere products.
- Placed 2nd of 20 teams in ESRI Hackathon with mobile application.