

Adrea Simmons

14+ years of Sales, Marketing and Product Management in the technology industry

I'm an award-winning Sales and Marketing professional, dedicated community volunteer, and native Detroiters who's looking to make a meaningful contribution to the city's revitalization.

Work Experience

Microsoft

Director GTM

Oct 2024 - present

Own the Copilot generative AI go-to-market strategy for Microsoft Americas.

Director Specialist

Dec 2023 - Oct 2024

Detroit, MI

BizApps Enterprise Specialist in Dynamics 365, Copilot, and Power Platform for professional service firms, recognized for achieving Salesforce and Oracle takeout wins and expanding into difficult to penetrate industries, like legal.

- FY'24: First to reach full year attainment, led team in pipeline creation (41 opportunities, +\$7M value), highest net new landed revenue.
- 2x winner of Microsoft Americas Living our Culture award.
- Promoted to Director for consistent impact and value.
- Recognized for work as a Voice of the Field committee member, leading peer interviews and presentation to BizApps leadership.
- Midwest award recipient for dedication and impact (Spring 2022)

Sr Sales Executive

June 2022 - Present

Detroit, MI

LinkedIn

Relationship Manager

Oct 2019 - Present

Detroit, MI

Strategic sales partner, working with a cross-functional team to expand existing relationships with high-growth talent acquisition clients.

- Ranked #2 of 20 Relationship Managers in the midwest region
- Ranked top 25% of middle-market managers in North America
- Attained 191% Q2 and 167% of H1 FY21 quota
- Received 2020 Impact Player award for LinkedIn Detroit

HoMedics

Sr Product Manager

Jun 2017 - Sept 2019

Commerce Twp, MI

Managed a team of three to launch and maintain over 30 SKUs representing over 35% of the company's revenue.

- Owned the corporate strategy to enter the connected home market and developed the company's first smart home humidifier
- Innovated and revamped the company's shrinking at-home diagnostics, sleep, and baby portfolios resulting in sustained growth

Series A startups

Head of Marketing

Dec 2015 - Feb 2017

New York, NY

Established marketing strategies to prepare two early startups for funding.

- Led launch for *Electric Objects*, a digital art startup. Received a Twitter shoutout from Dan Frommer (Editor in Chief Re/code): "One of the best marketing websites from any size company"
- Developed a new service offering to reduce revenue loss for *Karma* portable Wi-Fi startup and managed crisis communication to press and customer base as the company began to dissolve

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Google, Inc.

Product Marketing Mgr
Jun 2014 – Nov 2015
New York, NY

Led innovation of the first audio accessories designed exclusively for Android devices, which allowed Google to better compete with Apple.

- Partnered with engineering to develop a headphone compatibility standard that unlocked the ability for major audio brands to market to Android users for the first time and drive incremental revenue
- Created first-in-market, fully-integrated Google Assistant headphones in partnership with Bose

Microsoft Corp

Product Manager
Jun 2004 – Feb 2011
Redmond, WA

Addressed all phases of the consumer product lifecycle, from incubation and go-to-market for Xbox 360, to retail marketing for Zune MP3 player.

Social Impact & Development Experience

Indian Village Woman's Garden Club

Detroit, MI (2018 - present)

Served as 2nd VP, bringing technology to the association to broaden their fundraising reach. Annual Holiday Home Tour committee volunteer.

Villages Community Development Corp, Co-VP

Detroit, MI (2019-2020)

Co-VP, helping drive thought leadership around an anti-racist approach to the organization's impact on over 18k residents on Detroit's east side. Housing Development committee chair, developing strategy to keep long-time residents facing financial challenges in their homes.

Other: Harlem RBI Dream School, Board Trustee (2015 - 2017); Harlem Education Access Fund, Junior Board Trustee (2015 - 2017); FutureWorks Incubator, Workshop Leader (2015 - 2016); Educate Lanka, Board Development Consultant (2015); Dream Jamaica, Curriculum Development, Teacher, and Founding Board VP (2008 - 2011); Streetwise Partners, Mentor and Career Coach (2014); Street Youth Ministries, Volunteer (2005 - 2011); YWCA Girl's First, Mentor (2009 - 2010)

Education

NYU, Stern School of Business

MBA in Change Mgmt/Innovation, May 2014

- NYU President's Service Award
- Stern Leadership Award

Howard University

BBA Marketing, May 2004

- Magna Cum Laude

Collège International de Cannes (France)

Study abroad, Aug 2002 – Dec 2002

Interests: Career coaching, non-profit development, global travel, food, biking