

# PATRICIA MOORE

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## SUMMARY

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A resourceful product enthusiast, leveraging 15+ years of work experience across a variety of sectors along with a passion for continuous learning to work cross-functionally, capitalizing on opportunities to enhance the user experience and communicate seamlessly between technical and non-technical stakeholders.

## EXPERIENCE

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### Senior Manager, Innovation Programs | Boomi | June 2021 - Present

- Presenting externally to crowds of 1,000+ customers and partners as well as C-suite leaders of Fortune 500 companies on the power of the Boomi product suite to deliver next-level business efficiency through the democratization of innovation
- Technical development, sales enablement, and business analysis of low-code platform solutions helping Boomi Innovation Group contribute \$13M+ in sales revenue in 2023 and \$8M+ in the first 3 quarters of 2024.
- Encouraging innovation amongst team members by serving on the patent committee and creating the Boomi Product Challenge leading to additional features on the product roadmap, new sellable solutions, and a pending patent application.

### Ideator-in-Residence & Adjunct Professor | VCU da Vinci Center for Innovation | January 2021 - May 2022

- Guided graduate students through their capstone experience utilizing the principles of human-centered design. Students were led to ideate, prototype, and test viable product concepts rooted in user research and analysis.
- Created the VCU da Vinci Center's Product Innovation Showcase, connecting students to potential customers, mentors, and investors from the Richmond business community and providing valuable user feedback throughout the capstone experience

### Director of Communications & Programs | Leadership Metro Richmond | June 2016 - June 2021

- Orchestrated strategic communication initiatives, managed diverse programs, and led cross-functional teams to enhance brand visibility and community engagement.

### Small Business Entrepreneur | Miss Priss Tea | April 2016 - December 2019

- Small business providing a mobile modern afternoon tea experience across Central Virginia, growing revenue 600% from Year 1 to Year 3 by target marketing brides for bridal suite catering to fulfill an unmet need in the wedding industry

### Community Team Lead | TEDxRVA | January 2016 - June 2018

- Led a team of 20+ volunteers to host a series of consistently sold-out monthly TEDxRVASalon events bringing together curious and engaged local residents with grassroots organizations as well as corporate entities to create collective community impact.

### Artist Relations | Joe's Pub at the Public Theatre | June 2010 - January 2012

- Researched and executed the activation of a new ticketing system, improving customer satisfaction & streamlining operations.
- Initiated partnership between Joe's Pub and Livestream; Oversaw streaming of 180 concerts to reach 290K unique visitors

### Nonprofit Founder & Executive Director | Threads That Teach | January 2007 - April 2010

- Collaborated with public school faculty and teachers alongside university academics to create innovative instructional strategies, increasing content retention and in-class participation among inner-city middle school students

## EDUCATION

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THE UNIVERSITY OF TEXAS AT AUSTIN, Master of Business Administration

May 2015

NEW YORK UNIVERSITY, Bachelor of Music in Music Business

May 2008

## AWARDS & ACCOLADES

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Top 40 Under 40, Style Weekly

2020

Richmond Women of Excellence, National Association of Women Business Owners

2019

Executive Challenge Best Speaker, McCombs School of Business (UT Austin)

2015

## INDUSTRY EXPERIENCE

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Technology (iPaas) · Higher Education · Nonprofit · Food & Beverage · Music & Entertainment · Hospitality