

CoEssence

Kami Bowman

"Bowman"

Owner / Freelance Professional, CoEssence, Inc. (new!)

half full, llc process go-to

Bowman, also one of the original co-founders of *half full, llc*, has taken the product development, management and marketing world by storm. The creed of her company says it all ... *your products and services are the essence of your company, helping you develop them is the essence of mine*. Bowman is known for the detail and refinement that she puts into the research and process evaluation for any company. She is indeed your "go-to" for anything you need for your own products and / or services. It's okay, sharing is caring.

Having finished up school at the top of her class, Bowman's career since then has been primarily focused around people, products and strategy. From creating an entire line of Internet software products for IXATA.com to being the lead consultant responsible for the multi-million dollar expansion throughout one company based solely on its software development, Bowman knows what it takes to take products and services to the next level.

A small sample of Bowman's experience:

- Overseeing the entire life-cycle of both products and services
- Simultaneously leading multiple cross-functional development teams
- Constant analysis of the market landscape
- Ensuring the offering was aligned with the strategic direction of the company
- Maintaining a customer focus by "owning" the customer experience
- Managing successful full-scale market launches by making preparations both internally and externally

You know what that means?

It means she knows what she is doing, that's what that means.

If you have any questions about what product development, management and / or marketing means for you or for your company, send her an email. She is waiting for you. kbowman@coessence.com

Memberships / Sponsorships:

Product Development and Management Association



Association of International Product Marketing and Management



half full, llc Bucket Dump

