

# John Born

Morton Grove, IL

[www.coakleysound.com](http://www.coakleysound.com)

## SUMMARY

Dynamic, results-oriented, product director, consultant, mentor, audio engineer, volunteer with over 25 years of research experience across diverse sectors, including audio technology products and solutions for performance, commercial, content creation, and event production markets. Excels in crafting and executing visionary product roadmaps rooted in customer problems while teaching colleagues proper product management of hardware and software ecosystems. Leveraging a robust technical foundation in design, hardware, software, wireless, and audio platforms. Executive business experience in marketing, strategy, finance, operations, manufacturing, licensing, and business development. A natural at transforming and inspiring teams and cultivating strong relationships to consistently exceed business objectives and bring an innovation-forward mindset to any team.

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## EDUCATION

### Master of Business Administration | Marketing

North Park University, Chicago, IL, 06/2010

Graduated with Honors

### Bachelor of Arts in Audio Technology, Music Business & Communications

Elmhurst University, Elmhurst, IL, 06/2003

Graduated with Honors

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## PROFESSIONAL EXPERIENCE

### President | Owner

Coakley Sound LLC, Chicago, IL | 07/2005 - Present

- Consult and educate on product and portfolio management for startups, businesses, and tech companies.
- Specialized in professional audio, live sound reinforcement, installation, and design for various events, festivals and venues.
- Design and install audio systems for churches, corporate settings, theaters, education facilities, and government buildings.
- Manage inventory, labor, and provide application advice and education on audio systems for events.
- Collaborate with clients to understand their audio needs and provide installation, design, and consulting services.
- A1 Technician and Production Manager with expertise in audio mixing, system design, and tuning for festival stages, touring acts, bands, and corporate events.

### Product Director, Ecosystems & Emerging Technology

Bose Professional, Hopkinton, MA | 10/2024 - 05/2025

- Defined, planned, and started execution on a ground-up, 5-year roadmap within 30 days of hire date.
- Trained and developed new product team on proper design principles of product management.
- Built a transition plan from legacy hardware devices to an IoT-connected, multi-portfolio, digital business transformation solution.

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- Developed a new go-to-market software monetization roadmap with clearly defined business impacts and hardware requirements.
- Identified and cultivated technical partnerships for increased speed to market.
- Developed a 360-degree customer research plan and internal council to remove significant risk obstacles.
- Defined business-level customer journey mapping, system architectures, and information systems to support a software-first business model.
- Built user epics and stories, UX prototypes, defined product requirements, and wireframed new software applications.
- Cultivated and led manufacturing and design partners with clear requirements resulting in immediate schedule improvements.

### **Solutions Associate Director, Innovation & Platforming**

Shure Incorporated, Niles, IL | 06/2022 - 10/2024

- Innovated and identified disruptive technology solutions and opportunities specific to the Events and Content Category.
- Created a 5-year innovation roadmap based on a new digital customer journey.
- Deep technical understanding of engineering disciplines including transducer technologies, audio arrays, DSP/AI/ML, software, RF, ID, UX, research, and cloud infrastructure.
- Defined and led lean, agile processes as product owner in a focused, team-based, sprint structure.
- Developed platform and related product strategy and OKRs for transducer designs, microphone arrays, and DSP.
- Cultivated partnership and licensing opportunities across segments to drive engineering efficiencies and faster speed to market.
- Managed legal and IP portfolio growth resulting in multiple utility, design, and application patents assigned.

### **Associate Director, Global Product Management**

Shure Incorporated, Niles, IL | 06/2019 - 06/2022

- Led product management teams for all microphone development in Pro & Consumer, installed sound, and related hardware portfolios.
- Created ROI, financial goals, and budget for product roadmaps for 5 years to executive leadership with revenue over \$400M annually.
- Created and defined ground-up software platforms to unite a variety of hardware products across portfolios.
- Managed third-party licensing, finance, and partnership negotiations with multiple vendors and strategic relationships.
- Exceptional competitive knowledge, product knowledge, and strong customer experience built through a decade of alpha/beta testing of prototype/new products.

### **Senior Product Manager, Performance Microphones**

Shure Incorporated, Niles, IL | 06/2014 - 06/2019

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- Led cross-functional teams to develop new products for all of Shure's microphone segments from ideation to execution.
- Maintained a 3-year roadmap with business objectives and partnership initiatives.
- Led and defined all advanced development teams for new transducer and technology development.
- Ran multiple product teams in parallel with a deep understanding of competitive landscape, market trends, and customer behavior.

### **Product Manager, Product Management**

Shure Incorporated, Niles, IL | 01/2011 - 06/2014

- Defined and led new product development teams for all performance products.
- Managed prototype field-testing with users and research efforts to maintain the "voice of the customer."
- Compiled strong business cases for each project.
- Led marketing and launch efforts through trainings, marketing assets, PR, press releases, and tradeshows.

### **Market Development Specialist, Northeast Territory**

Shure Incorporated | 06/2009 - 01/2011

- Maintained comprehensive and thorough knowledge of entire product catalog to drive increased sales.
- Provided field product support, product & application training and development to reps, dealers, end users and key sales accounts.
- Relayed product issues, feedback, experiences and usage from field to product development and customer experience teams.
- Built stronger relationships with key customers and helped identify alpha and beta test customers.
- Attended US tradeshows, House of Worship events and educational conferences.

### **Technical Training Specialist-Professional/Consumer Products**

Shure Incorporated | 10/2005 - 06/2009

- Provided advanced and extensive product and application training for entire product catalog to contractors, dealers, end users and manufacturer's representative.
- Produced and distributed interactive marketing material and product training via recordings, video, podcasts, presentations and webinars to end-users and dealer network on highly technical products like Advanced RF coordination and deployment.
- Supported, attended and organized all U.S. trade shows, conferences and conventions for U.S. business unit.

### **Rental Manager, Project Manager**

TC Furlong Inc., Lake Forest, IL | 06/2003 - 10/2005

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- Oversaw all quoting of audio production rental orders in a fast-paced, client-based environment.
- System design and execution of audio systems for venues ranging from backyards to stadiums.
- Coordinated all delivery and logistics of each rental requiring a high level of organization, multitasking, and prioritization.
- Audio engineer and system technician on shows.

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### **SKILLS**

- Excellent verbal and written communication skills.
- Strong organizational and time management skills.
- Professional presenter and media trained.
- Executive leadership and deep experience in workshop based strategy sessions.
- Commitment to professional development and continuous improvement.

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### **PROFESSIONAL DEVELOPMENT**

- Guest lecture at various universities, conferences, tradeshow, and partner events, teaching audio principles, design, technology and manufacturing trends.
- Attended worldwide workshops and conferences related to design, innovation and engineering.
- Professional trainer in training sessions and experience in learning management systems and online teaching methodologies.
- Deep understanding of design principles in both waterfall and agile development methodologies for hardware and software.
- Member in multiple trade organizations in technology and audio/video segments.