

# JOE TALAIVER

Baltimore, MD

(804) 216-2303  
joe@talaiver.com

## PROFESSIONAL SUMMARY

**VP-level product leader with 17+ years in K-12 EdTech, owning multi-product portfolio strategy, integrated roadmaps, and lifecycle management across student instruction, educator tools, and professional learning.** Led cross-functional teams of 25+ to deliver market-leading products including ActivPanel 9 and industry-first ActivSync, generating \$1M+ in incremental revenue in year one. Deep expertise in K-12 procurement cycles, RFP processes, state purchasing, and district decision-making.

A third-generation educator who has delivered professional learning in K-12 classrooms and built practitioner-level insight directly into product decisions through educator focus groups, customer site visits, and conference engagement. Brings a product philosophy grounded in classroom reality, educator adoption, and measurable student impact.

## EXPERIENCE

### Director of Product

Vivi, Global | Baltimore, MD

Sept 2025 – Present

- Own the full product portfolio roadmap at Vivi, spanning wireless presentation, digital signage, emergency alerts, device monitoring, and live captions, translating district needs and market signals into sequenced, measurable releases across cross-functional teams.
- Established structured cross-functional processes connecting Product, Marketing, Sales, and Customer Success to integrate competitive intelligence, customer feedback, and GTM insights into portfolio planning, including a scalable battlecard generation workflow.
- Built an AI-powered market intelligence system integrating ProductBoard, HubSpot, and Atlassian to correlate customer sentiment, product feature requests, and ARR exposure, enabling portfolio investment decisions grounded in quantified churn risk and adoption signals rather than anecdote.

### Director of Product Marketing and Sales Enablement

Vivi, Global | Baltimore, MD

Feb 2025 – Sep 2025

- Owned competitive positioning, market messaging, and GTM strategy across Vivi's full K-12 product portfolio, translating product capabilities into district-facing value propositions for Sales and Marketing teams.
- Developed comprehensive sales enablement content including competitive battlecards, product guides, demo scripts, and launch collateral, directly supporting field team readiness and shortening sales cycles.
- Conducted ongoing competitive landscape analysis, customer needs assessments, and market trend research, converting data-driven insights into cross-functional strategy input for Product, Sales, and Customer Success.

### Senior Product Manager

Promethean, Global | Baltimore, MD

Apr 2021 – Dec 2024

- Generated \$1M+ in incremental revenue in year one by identifying unmet K-12 market needs, owning the full lifecycle from ideation through GTM, and partnering with Sales, Marketing, and Customer Success to drive rapid adoption.
- Led cross-functional team of 25+ through the global launch of ActivPanel 9 and ActivPanel 9 Premium, maintaining market-leading position for two consecutive years across US and international districts.
- Commercialized industry-first classroom synchronization technology (ActivSync) grounded in pedagogy and user-centric design, establishing competitive differentiation in the K-12 EdTech market.
- Directed 10+ firmware and software enhancements informed by product telemetry and 100+ teacher and administrator interviews, with measurable improvements in educator adoption and long-term retention.

### Early Career & Foundation

- Product Launch Manager, Promethean (Oct 2019 – Apr 2021) | Head of Field Sales Engineering, Promethean (Jul 2017 – Oct 2019) | User Engagement Communications Manager, Promethean (Jun 2016 – Jul 2017) | Project Manager, Promethean (Oct 2014 – Jun 2016)
- A third-generation educator who began his career delivering professional learning and instructional technology training in K-12 classrooms before moving into EdTech. Earlier Promethean roles spanned launch management, field sales engineering, user engagement, and district project management. Also includes: Teaching and Learning Consultant, Promethean Mid-Atlantic (Aug 2008 – Jan 2013); Instructional Technology Trainer, Petersburg City Schools (Sep 2006 – Aug 2008). This foundation informs a product philosophy centered on classroom reality, educator adoption barriers, and student impact over feature velocity.

## SKILLS & TECHNICAL PROFICIENCY

**Product Management:** Portfolio strategy and lifecycle management, integrated roadmap ownership, GTM strategy, competitive differentiation, market-product fit, user research, adoption and retention metrics, investment scenario planning, revenue generation

**K-12 Domain Expertise:** State and district procurement cycles, RFP processes, K-12 decision-making hierarchies, EdTech compliance requirements, educator effectiveness, student instruction products, professional learning platforms

**Leadership & Communication:** Cross-functional team leadership, executive stakeholder management, matrixed organizations, culture of accountability, continuous improvement, team mentorship and development

**Tools & Platforms:** Jira, Confluence, HubSpot, ProductBoard, Intercom, Salesforce, Microsoft 365, Google Workspace, AI/LLM tools, Agile methodology

## EDUCATION

### BS Information Systems/Business

Virginia State University, Cum Laude, Dean's List (2002-2006)