**Tim Ruge, MBA**

Paycor HR Leader | DOL Overtime Expert

[Cincinnati, Ohio](https://www.linkedin.com/vsearch/p?f_G=us%3A21&trk=prof-0-ovw-location" \o "Find other members in Cincinnati, Ohio)

[Marketing and Advertising](https://www.linkedin.com/vsearch/p?f_I=80&trk=prof-0-ovw-industry" \o "Find other members in this industry)

**Summary**

Sales and marketing leader focused on improving revenue, retention and growth with impactful strategies and results. Currently lead product marketing, competitive intelligence and client communications for Paycor, an organization with expected revenue of over $165 million in 2016.

Believer in finding creative ways to differentiate and stand out. Strengths include developing creative revenue-generating initiatives and connecting the dots across the business.

**Experience**

Product Marketing Manager

**Paycor**

January 2012 – Present (4 years 6 months) Cincinnati Area, KY

Currently lead Product Marketing for Paycor, a SaaS HCM company with an annual growth rate exceeding 30%.

* Leader of the Sales, Marketing and Enablement strategies for all existing product portfolios.
* Created a competitive intelligence function within the organization with scalable, ongoing training and updates for the entire business.
* Elevated the strategy behind communicating quarterly product enhancements through all channels of the business.
* Communications lead on the acquisition of another HR & payroll vendor.
* Developed strategy to improve client sales revenue by over 33% with reduced headcount.
* Drove strategy to improve growth in three highest revenue solutions by 106%, 45% and 37% in FY14.
* Manage all company communications to over 30,000 clients.

Prior Positions

Business Development Manager

**Green Diamond Gallery**

February 2007 – January 2011 (4 years)

Community Relations Intern

**Washington Nationals**

May 2008 – August 2008 (4 months)

Marketing Intern

**Cincinnati Reds**

April 2007 – October 2007 (7 months)

**Education**

MBA Graduate

Xavier University

June 2010 – May 2012 (2 years)

* Earned Masters in Business Administration with a focused approach to taking Finance, Marketing and Entrepreneurship courses.
* Worked with the Xavier University Entrepreneurship Department to help build and judge business plans for aspiring entrepreneurs in their X-Lab Program.

BSBA, Marketing

2005 – 2009

Xavier University - Williams College of Business

**Organizations**

**Citylympics**

Founder

Starting November 2014

www.Citylympics.org

**Steps for Success**

Student Mentor

Starting August 2013

**Green Diamond Gallery**

Advisory Board Member

Starting August 2013

**Certifications**

PMC-III(Link)Pragmatic Marketing

Pragmatic Marketing

Starting January 2015