

# Lawrence Murry, CF APMP

Saint John, IN 46373 Cell Phone: (773) 727-5654 Email: [lawrencemurry@yahoo.com](mailto:lawrencemurry@yahoo.com)

---

## Experienced Senior Proposal Project Manager

Strategic, deadline-driven Proposal Project Manager with over 14 years of RFP project management experience producing compliant, persuasive, and compelling enterprise software proposals for internal stakeholders. Skilled in full-lifecycle bid management for cloud-based solutions, including NetSuite ERP, Oracle Cloud, and other SaaS platforms. Proven ability to manage cross-functional teams, content libraries, and stakeholder collaboration across complex RFx cycles with 100% on-time submission success.

---

### CORE COMPETENCIES

- |                            |                              |                                              |
|----------------------------|------------------------------|----------------------------------------------|
| • Stakeholder Management   | • SaaS Content Management    | • Cross-functional Stakeholder Collaboration |
| • Timeline Management      | • Responsive (RFPIO)         | • Proposal Knowledgebase Optimization        |
| • Proposal Development     | • Qvidian Content Management | • Project Management                         |
| • SaaS RFP Project Manager | • RFI, RFP, RFQ              | • Proposal Writing                           |
| • Bid Process Optimization | • Pre-sales Proposal Mgmt.   |                                              |
| • ERP, HCM, SCM, EPM       | • RFx Lifecycle Management   |                                              |
- 

### PROFESSIONAL WORK EXPERIENCE

#### Proposal Manager | Cloudflare, Inc.

Remote, Jul 2024 – Present

- Managed all aspects of the SaaS proposal response lifecycle, coordinating with account executives, pre-sales engineers, and legal to produce RFx responses for large-scale enterprise clients.
- Oversaw and optimized the Responsive (RFPIO) content management library; ensured knowledge base accuracy for scalable NetSuite-integrated proposals.
- Delivered high-impact proposals supporting opportunities valued between \$1M–\$10M in ACV, achieving 100% on-time submissions.
- Led daily stand-ups and check-ins to track RFx progress, enforce deadlines, and meet milestone gates in high-velocity proposal cycles.

#### Senior Proposal Manager | Hitachi Solutions America, Ltd.

Remote Feb 2023 – Jul 2024

- Owned the end-to-end RFP and RFQ process for Hitachi's Microsoft-based cloud and business application services portfolio.
- Led proposal project management teams consisting of Business Development Directors, Solution Consultants/Architects, and Solution Principals on RFx projects with 100% on-time submission rate.
- Led RFP engagements within Commercial, Federal, State and Local entities and business sectors with knowledge of FAR/DFAR
- Created scalable proposal response workflows using Responsive RFPIO, leading to a 200% increase in proposal throughput.
- Built and maintained a centralized proposal knowledge base with over 1,500 curated pieces of reusable content, enabling efficient proposal turnarounds.
- Developed compliance matrices, review schedules, and detailed proposal plans aligning with internal stakeholder requirements.

#### Senior Proposal Manager | Oracle Corporation

Remote, Nov 2018 – Nov 2022

- Managed end-to-end proposal response process, coordinating kickoff meetings, bid resources, schedules, legal signoffs, editing, quality control, and document coordination.
- Led RFP engagements within Commercial, Federal, State and Local entities and business sectors utilizing knowledge in FAR/DFAR, Task Force, and IDIQ-based submissions.

- Completed and supported one of the largest partner-led Federal opportunities within the first quarter on a new team with a \$1.7 MM ACV.
- Successfully delivered over 200+ Request for Proposals (RFPs) on time and of high quality.
- Utilized proposal knowledge base and collaborated with in-house SMEs to gather accurate and appropriate data for responses.
- Supported ongoing use and maintenance of knowledge base, submitting new information on company products and services.

#### **Oracle NetSuite GBU**

- Supporting large-scale NetSuite RFPs, RFIs, and RFQs across multiple verticals such as tiger, retail, emerging tech, and nonprofit.
- Collaborated with cross-functional teams such as compliance, legal, support, and product teams to create winning proposal content.
- Maintained NetSuite's proposal library (Qvidian) and coordinated document management using NetSuite Opportunity Records and Oracle Cloud tools.
- Led 17 proposals that generated \$500K ARR in new business in Q1 (2021), MVP of RFP Desk recognition.

#### **Proposal Writer (Contractor)**

**Chicago, IL, May 2013 – Nov 2018**

- Produced tailored Rfx responses for clients such as JP Morgan Chase, Allstate, and Quad Graphics, ensuring compliance, consistency, and strategic messaging.
- Streamlined proposal documents across lines of business including financial services, technology, and insurance.

#### **Proposal Coordinator | Walgreen Corporation**

**Deerfield, IL 2010 – 2013**

- Managed RFP submissions for pharmacy benefit management (PBM) and managed care proposals, including content review, editing, and deadline tracking.
- Maintained searchable content libraries using PMAPS, SharePoint, and developed sales and pricing documentation.
- Edited and proofed proposal cover pages, letters, executive summaries, resumes, and proposal responses.
- Maintained and updated team repository in PMAPS database for search and archival retrieval of customized responses.
- Facilitated sales, marketing, and pricing documentation for pharmacy services, PBM, and Managed Care RFPs.
- Developed strong relationships with key senior-level executives and cross-functional teams.
- Managed office inventory process, tracked executive schedules, and secured executive signatures.

---

### **EDUCATION**

**Bachelor of Science Degree, Journalism** - Advertising & Integrated Marketing Communication (IMC), minor in English  
Southern Illinois University Carbondale – Carbondale, IL

---

### **CERTIFICATIONS & TRAINING**

- |                                                          |                                                 |
|----------------------------------------------------------|-------------------------------------------------|
| • APMP Foundation Level (CF APMP) – APMG International   | • Professional Scrum Manager I – Scrum.org      |
| • Responsive (RFPIO) Content Management Certification    | • Shipley Trained                               |
| • Oracle Cloud Infrastructure Associate (OCI) – 2022     | • PMP (Project Management Professional) Trained |
| • Lean Six Sigma Green Belt – Chicago Deming Association | • Business Analysis Trained                     |
|                                                          | • Cloudflare Workers Trained                    |
- 

### **TECHNICAL TOOLS & SOFTWARE**

Microsoft Office 365 (Word, Excel, PowerPoint, Outlook, Teams, etc.), Google Workspace, NetSuite, Oracle Cloud, Oracle Content Management, Oracle Document Collaboration, RFPIO (Responsive), Qvidian, Salesforce (SFDC), PMAPS, Adobe Creative Suite, Web development: HTML, CSS, Bootstrap, Ruby on Rails; Concur, Slack, Cloudflare Workers AI