

## VICE PRESIDENT of PRODUCT MANAGEMENT

**Accelerating growth at SAAS / startups by recruiting and building scalable product / dev teams.**

Relentless about building businesses by creating great products that solve important customer problems. Skilled at recruiting, coaching, and motivating product / dev teams to build category-creating mobile, desktop, and enterprise products from concept to launch. A product strategist who excels at motivating teams to get the most important things done well.

### ACHIEVEMENTS

**Deliver Product-Market Fit:** Led startup team to design and build an enterprise software platform from concept to launch. Worked closely with customers to ensure early customer success, which led to several Fortune 100 customers signing seven-figure, multi-year sales contracts.

**Build Great Products that Scale:** Led engineering and design efforts on a mobile product platform serving 25M+ subscribers, whose app experience average rating was 4.5+ out 5 stars.

**Design Product Strategies that Achieve Pivotal Results:**

- 1) Initiated use of machine learning / predictive analytics to improve learning outcomes 300% vs. competition.
- 2) Evangelized and implemented cloud architecture that enabled scaling mobile app from 4M+ to 40M+ users.
- 3) Launched first scalable mobile display ad tracking platform for 30M+ mobile customers in Europe.

**Award-Winning Products:** Launched category-creating products that were featured on the front page of Forbes, as well as other products that have won numerous industry and best-in-category awards. Recipient of "Confidential" Superstar award, peer-nominated, based on extraordinary contributions.

### CAPABILITIES (Superpowers)

**Team Builder:** Led 50+ person teams that included product managers, designers, data scientists and engineers. Recruited, hired and trained staff to create innovative products that solved complex customer problems. Engaged people to overcome resource, time, design, and technology obstacles for customers.

**Influencer:** Cultivated credibility, drove consensus, and led without formal authority among teammates, customers, and partners using technical and business expertise, and sense of humor.

**Business Strategist:** Harnessed investment analyst expertise to uncover market and customer needs, and designed pricing / value propositions that accelerated growing businesses.

### EXPERIENCE

CONFIDENTIAL, City/State

*VC-backed startup. Enables Fortune 500 companies to provide (confidential) IT offerings.*

#### VICE PRESIDENT of PRODUCT MANAGEMENT, 2014 – Current

Led 25+ person product, development and design teams to develop a *(confidential)* software platform built as open, scalable architecture, with predictive analytic capabilities that support *(confidential)* products used for IT training.

- Executed business pivot from content to an enterprise software platform company. Developed platform vision and roadmap from concept through launch.
- Achieved product-market fit with multi-year sales contracts with Fortune 500 customers.
- Increased learning outcomes for customers on platform by 200% vs. competition.

CONFIDENTIAL, City / State

Software provider in U.S. Grew into a \$3B+ annual revenue company in six years.

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**DIRECTOR of PRODUCT MANAGEMENT, 2011 – 2014**

- Designed, launched, and managed (*confidential*) app used by 20M+ subscribers.
- Led re-design and architecture change of backup product from company's internal storage to a cloud backup solution that enabled scaling from 5M+ subscribers to 50M+ subscribers.
- Advocated and implemented strategic decision to expand product availability beyond Android to IOS, Windows to broaden addressable market and win contracts with AT&T and DOMOCO.

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CONFIDENTIAL, (acquired by British (*confidential*), City / State

VC-backed startup. (*Confidential*) SAAS software for enterprises.

**SALESFORCE MOBILE PRODUCT MANAGER, 2009 – 2011**

Designed software app that enabled use of (*confidential*) information using Salesforce.

- App won "Most Innovative App" at the 2009 annual (*confidential*) conference.

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CONFIDENTIAL, City / State

"*Confidential*" search engine using natural language queries.

**SENIOR DIRECTOR of PRODUCT MANAGEMENT, 2007 – 2009**

Led product team that created vision, product strategy, and roadmap for search distribution partnerships that included customized search and toolbars.

- New products increased annual revenues by 30% YoY to \$37M.

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CONFIDENTIAL, City / State

Consumer web services

**END-to-END PRODUCT MANAGER, 2003 – 2007**

- Led 60+ person product, engineering, design, marketing, and operations team that launched the first international *confidential* partnership between Canadian and U.S. *confidential* broadband partnerships.
- Led development team that overcame resource and time constraints to launch the first large-scale mobile display for *confidential* purposes.
- Launch was featured in a front-page Forbes article.

## EDUCATION

(*Confidential*) University

Master of Business Administration (MBA)

(*Confidential*) College

Bachelor of Arts (B.A.), Economics

(*Confidential*) University Extension

Coursework: SQL, Python, R, Data Science, Machine Learning