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## s u m m a r y

- Seasoned enterprise software professional with 15 years of experience in product management and marketing, business development, sales, and engineering at Oracle, Mercury, and leading startups such as Wily Technology.
- Successfully led 10 initial product releases and over 50 follow-on releases.
- Drove five new business development partnerships and one acquisition.
- Experienced in Software-as-a-Service (SaaS), cloud computing, green IT, cleantech, and agile development.
- Stanford University, BS Symbolic Systems (similar to computer science); UCLA Anderson School of Management, MBA

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## e x p e r i e n c e

### **Carbonetworks**

**2009 - 2010**

#### **Sr. Marketing Manager**

**San Francisco**

*Carbonetworks provides cleantech SaaS solutions for corporations to shrink energy consumption and carbon footprints.*

- Led broad range of marketing programs, including lead generation, sales enablement, web marketing/SEO, online advertising/SEM, social media, and customer webinars.
- Exceeded lead generation targets by 10% in Q4 2009, and by 50% in January 2010.
- Awarded "sales partner of the month" in August 2009 for contributions to the success of Carbonetworks' sales team.

### **Dial Partners**

**2007 - 2009**

*Dial Partners provides services for product planning, product launch, and product marketing. Representative client:*

#### **Sauce Labs, Inc., San Francisco**

**2008 - 2009**

*Sauce Labs provides a cloud-based service and that slashes functional test execution times, enabling developers to deliver higher quality software in less time.*

- Led product development from conception to first customer deployment, reducing customer's test execution times by 90%.
- Developed product requirements, defined REST API, and provided project management.
- Generated over 350 qualified leads using SEO, SEM, and social media marketing; recruited twenty qualified beta customers; and provided initial training on how to use the service.
- Defined product roadmap and pricing plan based on over 30 user interviews.
- Led agile development team by managing sprints, maintaining backlog, and conducting daily standups.

### **Wily Technology (acquired by CA)**

**2005 - 2007**

#### **Sr. Product Line Manager**

**Brisbane, California**

*Wily Technology was the leading provider of enterprise application management solutions. CA acquired Wily in 2006.*

- Led Wily's acquisition of TimeStock, dramatically expanding Wily's product line. Analyzed customer needs and competitive landscape, built revenue forecast, presented to executive team, and performed due diligence.
- Led and mentored a team of two product managers that expanded Wily's application management footprint, by formulating and executing product strategy, roadmap, requirements, pricing, positioning, launch, evangelism, sales training & sales enablement.
- Promoted from Sr. Product Manager to Sr. Product Line Manager after just six months.

## **Mercury (acquired by HP)**

**2002 - 2005**

### **Sr. Product Marketing Manager**

**Mountain View, California**

*Mercury was a global leader in application testing and monitoring. HP acquired Mercury in 2007.*

- Grew QuickTest Professional product revenues from \$5M in 2002 to \$60M in 2004, moved it from fourth to first in market share, and won awards and analyst endorsements.
- Aggressively expanded into new markets through business development activities, including partnerships with SAP, Oracle, Siebel, and PeopleSoft; Macromedia (Flash/Flex); Infragistics (.NET); Intuwave (mobile); SPI Dynamics (application security testing); and SlickEdit (developers).
- Designed and implemented free trial download program that became the biggest lead source for Mercury's inside sales team, resulting in greater penetration of the SMB market.
- Led both inbound and outbound product management activities, working with a team of 60 R&D staff, plus 500 sales engineers and account managers.
- Successfully executed product strategy, roadmap, requirements, pricing, positioning, launch, evangelism, sales training & sales enablement.

## **ListenPoint**

**2001 - 2002**

### **Group Product Manager**

**San Ramon, California**

*ListenPoint provided product management software to automate requirements gathering.*

- Developed product strategy, defined requirements, built prototypes, formulated pricing and ROI model, interviewed customers, analyzed competition, refined research methodology, and created product collateral.

## **Brodia**

**1999 - 2001**

### **Senior Director, Product Management**

**San Francisco**

*Brodia provided SaaS digital payments software for credit card issuers, including Chase, MasterCard & Discover Card.*

- Led five-person product management team that defined Brodia's web, wireless, and web services products.

## **Oracle Corporation**

**1992 - 1997**

### **Product Marketing Manager, Sales Engineer**

**Singapore**

- Directed 30 person team, spanning 7 countries, to deliver the Oracle Technology Summit, Oracle Asia Pacific's premier technical marketing program for 2000 business partners, including VARs, ISVs and systems integrators.
- Supported sales team in strategic account engagements, leading to revenue growth of over 50% in 1996 and 1997.
- Launched Oracle8, Oracle Application Server 2.0, and Oracle Developer, facilitating over \$1 billion in revenues.

## **Viewpoint Systems**

**1991 - 1992**

### **Software Engineer**

**San Mateo, California**

*Viewpoint Systems pioneered software that provided a rich client interface to legacy ERP applications.*

- Designed and implemented C++ software modules in AccessPoint 1.0, Viewpoint's flagship product.

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## **e d u c a t i o n**

### **UCLA Anderson School of Management**

**1999**

#### **MBA, concentration in Marketing**

**Los Angeles, California**

- *Awarded:* 1998 Price Institute for Entrepreneurial Studies Academic Fellowship.

### **Stanford University**

**1991**

**BS, Symbolic Systems (similar to computer science), concentration in Human-Computer Interaction** **Stanford, California**

- *Awarded:* CSLI internship to research computational linguistics at Xerox PARC.