
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, and agile development.
- MBA: UCLA Anderson School of Management; BS: Symbolic Systems (like computer science) - Stanford University

e x p e r i e n c e

Carbonetworks

2009-2010

Sr. Marketing Manager

San Francisco

Carbonetworks provides SaaS solutions enabling corporations to reduce their energy consumption and carbon footprint.

- 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. Clients include:

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 to 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 product managers that expanded Wily's application management footprint.
- Team responsibilities included product strategy, roadmap, requirements, pricing, positioning, launch, and marketing; sales training & enablement, and evangelism.
- Promoted from Sr. Product Manager to Sr. Product Line Manager after just six months.

Mercury (acquired by HP)

2002 to 2005

Sr. Product Marketing Manager

Mountain View, California

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

- Grew 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.
- Responsibilities included product strategy, roadmap, requirements, pricing, positioning, launch, sales training & enablement, and evangelism.

ListenPoint

2001 to 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 was a premier provider of digital payments infrastructure software for credit card companies.

- Led product management team responsible for defining Brodia's web, wireless, and SOA products.

Oracle Corporation

1992 to 1997

Product Marketing Manager, Sales Engineer

Singapore

- Directed 30 person team 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 to 1992

Software Engineer

San Mateo, California

Viewpoint Systems pioneered business intelligence software for efficient access to ERP data on Unix servers.

- Built AccessPoint 1.0, one of the first Windows apps to enable graphical access to Oracle and other databases.

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.