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Ashburn, VA



EDUCATION

MBA, Information Systems
University of Maryland
1998-2001

B.S. Marketing
Frostburg State University
1990-1995

CORE SKILLS

Roadmapping
Requirements Management
Agile Deployments
Full SDLC Optimization
SaaS Development
Project Management
Sales Enablement
Prototype development

AWARDS

ISV Ecosystem Partner
Vbrick
2018

Best Portal for LinkTogether
Network Solutions
2009

PROFESSIONAL PROFILE

Customer focused strategist with unparalleled product and development experience and a track record of managing multiple efforts while achieving financial results interested in a product leadership role with a growing company in the B2B technology or healthcare market looking to lead innovation, capture market share and exceed revenue targets.

PROFESSIONAL EXPERIENCE

STARTUP ECOSYSTEM & PRODUCT EXECUTIVE

Large VC Firm (Confidential) | Washington, DC | February 2010 to Present

Working with a leading global equity firm with assets of \$80B, provide product, engineering and operations leadership for 7 companies in early venture portfolio, tackling market fit, pricing and collaboration challenges to bring new ideas to market or transform existing companies for success.

Interos (2020 – Present) Dedicated for 4 years as Director of Product, led efforts to develop a best-in-class SaaS product in the burgeoning AI supply chain risk management space that resulted in a \$1B "unicorn" valuation, revenue growth from <\$10M to \$100M in the first year, customer growth from 30 to 300 and employee count from 30 to over 400.

- Contributed to the vision by gathering needs from stakeholders, documenting those requirements for Engineering and shepherding features from concept to design through development and release.
- Led overhaul and re-architecture of complex supply chain/third party risk management solution, development and execution of machine learning/AI platform to map, monitor and model supply chain risks
- As Product Hire #1, built a world class team of over 40 product managers, product owners, designers, project managers, content developers and researchers.

NowSecure (2019) Dedicated for 12 months as head of VP of Product, hired and managed a small but savvy product and design team to consolidate a large and bifurcated set of mobile application testing services and products into a single SaaS product line, then led all product and engineering efforts to markedly improve the automation of penetration testing on mobile applications, focusing on configuration, SDLC integration and reporting.

Vbrick (2018) Dedicated for 12 months, worked with Morgan Stanley to quickly position the company for acquisition, managed the overhaul of the marketing and sales channel strategy focusing on website redesign, product market repositioning, improved relationships with Gartner and Forrester and implemented a successful digital marketing strategy tripling pipeline and opportunity counts, quadrupling form fills and reducing bounce rates to less than 8%. Successfully cultivated relationships with potential buyers and contributed to the valuation process. Company was acquired as planned in 2020.

TECHNICAL (Developer Level)

HTML and PHP
Javascript
Eclipse and Visual Studio
Xcode

DESIGN

Figma
Lucid
Zeplin
Sketch
Proto.io Prototyping
Adobe Creative Suite

PRODUCT

Agile Prod. Mngr (Certified)
Scrum Master (Certified)
CMMI Level 3 (Certified)
ITIL L4 Trained

CI/CD

Atlassian/Jira
Gitlab
Github
Pivot Tracker
Rally
Jenkins

LAST STACK

Node.js
GraphQL
React
PostgreSQL
AWS
Rancher
Docker
Kubernetes
Grafana

MARKETECTURE

Asana
Salesforce
Marketo
Google Adwords

PROFESSIONAL EXPERIENCE CONTINUED...

Tiatros (2017) Dedicated for 12 months as VP of Product, led efforts to bring online PaaS/SaaS Cognitive Therapy solution to market, managing offshore development team to integrate IBM's Watson suite of products, greatly differentiating product, enabling \$15M in first Series A fund raising. Also managed all corporate web design, B2C marketing acquisition plans, channel sales strategy and go-to-market planning.

hCentive (2014-2016) Dedicated for 3 years as VP of Product, led overhaul of flagship product to reach market parity, launched 2 additional products to fill revenue gap and utilized Marketo to support an integrated B2B multi-channel marketing and communications strategy, resulting in revenue growth from \$8M to \$20M in 3 years, market share from 20% to 40% and client count from 8 to 15. Company IP was sold at target valuation in 2017.

WellZone: (2010-2013) Dedicated for 3 years, worked as Vice President of Product, incubated a consumer facing health community, authored a big data patent, developed 3 mobile applications with 3 wearable device providers, grew team to 25 employees and took company to revenue with over 250,000 users. Meeting General Atlantic's expectations, company IP was acquired in 2014.

Acustream (2010) Dedicated for 8 months to reposition company IP for quick acquisition, led all product management, software development and marketing efforts for fast paced B2B hospital billing revenue startup with the goal of quick acquisition. Software IP of platform successfully acquired in 2012.

DIRECTOR OF PRODUCT

Network Solutions (now web.com) | Herndon, VA | October 2005 to February 2010

Effectively directed a matrixed team of product managers, engineers and designers to incubate and launch 3 new products: design, ecommerce and online marketing, growing overall revenue from \$100M to \$300M in only 4 years while reducing headcount from 700 to 300. During my tenure, the company was acquired and sold by General Atlantic.

- **Organizational Change Management Lead (OCM):** was 1 of 3 leaders in the organization to lead the transition from Waterfall to Agile which included Stakeholder Analysis, Change Impacts identification and management, Journey Mapping, Readiness Assessments, Organization Model Alignment, Job-Role Mapping, End User Training strategy/material development/train the trainer and User Adoption tracking and management.
- **Business Owner:** Acted as business owner for \$30M P&L product suite with aggressive 40% year over year revenue growth, owned all buy/build decisions and resulting technical integrations with three different acquisitions.
- **Product 101:** Directly managed team of 10 including product managers, business analysts and product marketing resources to support 3-year road map, including all requirements, persona development and UI/UX redesigns. Co-managed all delivery, leading all Agile/Scrum cross-training between engineering and marketing.
- **Customer Advisory Board:** Organized first CAB of 20 key customers, collected references, planned visits, customer briefings, conferences, summits, and joint application development sessions.
- **Mergers and Acquisition Evaluation (M&A):** Evaluated 10 different companies resulting in 3 acquisitions, comparing stack integration complexity and customer value against cost.

FREE TIME

Charity Running
Screenplay Writing
Tennis
Hiking
European Travel
Photography
Breadmaking

VOLUNTEERING

LOUDOUN ECON. DEV.
Advisor
2018 - Present

EMBARK SCHOOL
Science Teacher
2017 - 2021

MARTHA'S TABLE
Food Server
2010 - Present

REFERENCES

Alan Snyder
CEO

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Shelly Heiden
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shelly.heiden@vbrick.com
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Roy Dykes
Product Manager

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Ethan Andrews
UI/UX Designer

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770 324 3817

PROFESSIONAL EXPERIENCE CONTINUED...

DIRECTOR OF MARKET STRATEGY

AOL, Inc (now Verizon Media) | Dulles, VA | February 2000 to October 2005

Defined new strategy-development and business-modeling processes that were applied across six business units in the AOL Commerce Division. Assumed full P&L responsibility for operations and managed the transition from a proprietary subscriber network to an open network for AOL.com.

- **Reducing Conflicts:** Ideated and implemented a product-management process that included a full life cycle management reporting process and created programs, policies, and procedures for cash-in revenue tracking, a new practice to reduce duplicate product efforts and monitor cash flow.
- **Revenue Generating Strategies:** Led cross-functional teams that created programs to monetize a struggling shopping destination and increase Travel Department revenues by 30% and Auto Department revenues by 17%.
- **Vendor Management:** Collaborated with leading design firms (Frog and Blast Radius), retained consultants and market analysts to measure performance against commitment for 95 initiatives across 11 business groups.

PRODUCT MANAGER

Careerbuilder | Reston, VA | October 1998 to February 2000

As hire #10, managed all software development for the beta and first public release, then managed all marketing and sales efforts to take the company to IPO in only 18 months.

Product Incubation: As a founding hire, managed creation, organization, pricing structure, sales configuration, and implementation of the first product as well as all advertising appearing on CareerBuilder Network of over 30 different sites including careerbuilder.com, MSN, Bloomberg, NBC, Business Week, and USA Today.

Product Marketing: Designed, implemented, and evaluated training, educational, and collateral materials for provider of CareerBuilder services. Led strategic planning for development of further applications and adaptations for clients.

PROFESSIONAL DEVELOPMENT

Coursera | On Demand, Remote | 2018
Surviving Disruptive Technologies
Creativity, Innovation, and Change

Edward Tufte's Presenting Data and Information
Edward Tufte | Arlington, VA | 2020

Favorite Books: *The Phoenix Project, Accelerate, Crossing the Chasm, Escape Velocity, Zone to Win, The Art of Business Value, The Lean Startup*

Published Author on Medium, over 100 articles

TECHNICAL EXPERIENCE

Despite not possessing a formal Computer Science degree, my extensive experience in crafting intricate system requirements has honed my comprehension of software systems' organization and management. This work has necessitated a deep understanding of various components and subcomponents of modern software development. Over 25 years, I have collaborated with all levels of engineers, ensuring that specifications are meticulously followed, and in Quality Assurance, I have played a key role in both creating and implementing test plans. My experience extends to across several disciplines, summarized below. This technical acumen, combined with my practical experience, has equipped me with a unique perspective and a comprehensive skill set in software development and product strategy.

Frontend (Client-side): The user interface and user experience components of the application.

- HTML, CSS, JavaScript
- Frontend Frameworks and Libraries: React, Angular, Vue.js
- Preprocessors: Sass, LESS
- Backend (Server-side): The server-side logic, databases, and application integration.

Programming Languages

- JavaScript (Node.js), Python, Java, C#, PHP, Ruby
- Backend Frameworks: Express.js, Django, Spring Boot, .NET, Ruby on Rails
- API (REST or GraphQL)
- Server: Apache, Nginx, Microsoft IIS

Database: To store, retrieve, and manage data.

- Relational Databases: Snowflake, MySQL, PostgreSQL, Microsoft SQL Server, Oracle
- NoSQL Databases: MongoDB, Cassandra, CouchDB
- In-memory Databases: Redis, Memcached
- DevOps / Infrastructure: Tools and practices for automating and managing the application deployment.

Containerization

- Docker, Kubernetes
- Continuous Integration/Continuous Deployment (CI/CD): Jenkins, GitLab CI, Travis CI, CircleCI
- Configuration Management: Ansible, Puppet, Chef
- Cloud Providers: AWS, Azure, Google Cloud Platform
- Monitoring and Logging: ELK Stack (Elasticsearch, Logstash, Kibana), Prometheus, Grafana
- Version Control: For tracking changes in the codebase: Git, with platforms like GitHub, GitLab, or Bitbucket

Testing: To ensure the application works as expected.

- Unit Testing: JUnit, NUnit, pytest
- Integration Testing
- End-to-End Testing: Selenium, Cypress

Security: Ensuring the application is protected from threats.

- MITRE ATT&CK
- Common Vulnerabilities and Exposures (CVE)
- Common Vulnerability Scoring System (CVSS)
- Security Scanners: OWASP ZAP, Nessus
- Identity and Access Management

Middleware: Software that connects different applications or services.

- Message Brokers: RabbitMQ, Apache Kafka
- Web Servers: Apache, Nginx
- Caching Systems: Redis, Memcached

Collaboration and Project Management Tools: To enhance team productivity and project tracking.

- Jira, Trello, Asana
- Confluence, Slack, Microsoft Teams
- IDEs and Development Tools: Tools used for writing and debugging code.
- Visual Studio Code, JetBrains IntelliJ IDEA, PyCharm, Eclipse

Machine Learning and Artificial Intelligence

- Tokenization
- Normalization
- Part-of-Speech Tagging
- Syntactic Analysis (Parsing)
- Semantic Analysis
- Named Entity Recognition (NER)
- Sentiment Analysis:
- Text Classification/Categorization
- Machine Translation
- Text Generation
- Text Summarization
- Precision/Recall, F1 Scoring