**Technical Product Manager With UI Design and Full Stack Development Experience**

*Hands-on Product Management / New Product Development / Business and Workflow Analysis*

# **QUALIFICATIONS**

## Business

* **Candidate for the Babson College MBA in Entrepreneurship (2019).**
* Results-driven hands-on senior manager with 17+ years of experience at Silicon Valley and Fortune 500 companies. Broad experience in Internet/Cloud/Mobile computing, Real Estate and Telecommunications sectors.
* Broad and deep experience in requirements gathering, documentation, implementation and rollout of new applications and managing product requirements to align with the delivery, issues resolution and tracking through the lifecycle.
* Excellent technical understanding of new product development/commercialization and software engineering.
* Accomplished at working with a variety of stakeholders, translating between business, operational and technical languages and adept at communicating on a variety of audience levels.
* Proven skills in introducing new and improved processes into established work environments.
* Highly intuitive and inquisitive, with superior communication skills, with a predilection for listening, asking the right questions and building consensus among stakeholders.

## Selected Accomplishments

* Designed and developed a proprietary cloud platform optimized for contractor search, vetting, outreach and monitoring.
* Designed and developed a proprietary system for tracking and analyzing market conditions for large inventories of distressed real estate.
* Developed and implemented the first all-digital system for video recording and editing of surgical procedures for Lucille Salter Packard Children’s Hospital’s Endoscopic Surgery program (Stanford Medical Center).
* Successfully managed multiple lifecycles of PictureTel’s VoIP video conferencing system. Reduced Version 1.0 schedule slip from 14 weeks to 8 weeks, saving 6 weeks of development time and allowing $1 million in backorders to be booked earlier.

# **PROFESSIONAL EXPERIENCE**

Lambda School for CS Pleasanton**,**

CA 2018

Learners Guild Oakland**,**

CA 2017 **Software Engineering Apprentice**

*Learning software engineering from professional developers.*

Practical hands-on training in full stack web application design and development. Daily immersion code writing using JavaScript, NodeJS, Express.js, HTML/CSS/Bootstrap, MySQL/ PostgreSQL databases and related libraries and tools.

Eagle's Nest Innovations San Francisco**,** CA 2012 – 2017 **Co-Founder/CTO**

*Business solutions and application development advisory.*

Managed design and development of proprietary technology products.

### Selected Accomplishments

* **Provided product management and customer development services to multiple pre-revenue startups.**
* Designed and developed a proprietary CRM system optimized for contractor search, vetting, outreach and monitoring.
* Designed database and relationship management system to track angel and venture capital investors.
* Designed Salesforce.com application to accelerate networking for business professionals.

### The ANICON Group San Francisco, CA 2012 **VP of Technology** (Contract)

Developed a SaaS application to provide real estate hedge funds with timely market intelligence to better manage port folios of distressed properties.

### Selected Accomplishments

* Designed a proprietary system to help investors with large portfolios of distressed real estate track local market conditions and automatically provide trend indications.

### Meridian Management, LLC Emeryville, CA 2010 – 2012 **Director of Technology** (Contract)

*An architectural and engineering design firm servicing cellular telecommunications companies.*

Developed and implemented software to automate equipment auditing processes and pole analysis data collection.

### Selected Accomplishments

* Designed Salesforce and Zoho CRM-based system for management of cell site auditing and redesign projects.
* Developed database for equipment auditing and pole analysis of cellular transmission sites centralizing access.

TECHNOLOGY CONSULTANT TO MULTIPLE REAL ESTATE FIRMS

 San Francisco Bay Area**,** CA 2003- 2012 **Consultant**

Equity Management Advisors, Glenn Daniel CLB, Stearns Lending, Diablo Funding Group and others.

*In the post 9/11 economy I became a licensed real estate broker and mortgage originator to learn the industry and related technologies. I studied loan origination systems and processes to develop solutions for specific use cases.*

**Developed productivity tools for loan originators.** Sourced private financing for small real estate development projects valued between $1 million to $25 million dollars. Services included real estate portfolio planning, debt reduction and education on arbitrage with the purpose of increasing safety, liquidity and rate of return.

### Selected Accomplishments

* **Created the *Loan Option Analyzer*** an application that automated loan product analysis and selection.
* **Designed *Mortgage Buddy*** an application to help loan originators manage the loan transaction process.
* **Designed and implemented *Lender Management System*** ***(‘LMS’)*** to organize loan products from various lenders.
* **Designed *TitleCalc*** an automated system for calculating title fees based on state, county and local laws and customs.
* Developed an automated ***Option ARM Workbook*** that compared Payment Option ARMs to Fixed Rate programs.
* Customized Salesforce.com and Zoho CRM solution for managing mortgage pipelines.

*During this period, I continued to stay current with technology trends, development languages and tools.*

### DDM CONSULTANTS Oakland, CA 2001 – 2008 **Founder/Principal Consultant**

Provided contract product management and technology services to small companies and startups.

### SELECTED ENGAGEMENTS

PANION NETWORKS Redwood City, CA 2004 - 2005 **Product Owner** (Contract)

Managed the strategy, planning and commercialization of *panion*, a platform that added revenue streams to broadcast media by delivering advertising and enhanced content to a connected second screen device.

### Selected Accomplishments

* Planned strategy and processes to commercialize product for the domestic market.
* Initiated and facilitated alliances with candidate hardware manufacturers to produce the *Panion* device.

BAYVIEW SYSTEMS, INC. San Mateo, CA 2001 - 2003 **Product Owner** (Contract)

Responsible for roadmap, lifecycle, pilot programs, and deployment.

### Selected Accomplishments

* Successfully managed the development of prototype and beta versions.
* Established pilot programs with several music companies to deploy BayView’s solutions and demonstrate a clear path to revenue for the content owners (BMG, EMI Music, Viacom’s BET.com and Time Warner Int’l).

PLAYBACK MEDIA CORP Redwood Shores, CA 2001 **Product** **Owner**

Responsible for the full lifecycle of the SaaS platform. Prioritized product backlog, trained sales force and established product management processes and procedures.

### Selected Accomplishments

* Led the UX team in a complete redesign of the UI utilizing user feedback and observation.
* Successfully managed 4 releases of eLearning Services, an HR compliance video delivery platform.

PICTURETEL CORPAndover, MA 1999 - 2001 **Sr. Product Manager**

Responsible for visioning, requirements definition, development and marketing of streaming media products by leading a cross-functional team of engineering, marketing, sales, and business development staff.

### Selected Accomplishments

* **Reduced schedule slip for v1.0 of product from 14 weeks to 8 weeks in my first 10 days as PM.**
* Defined and designed a major product line expansion to an enterprise class VoIP conferencing offering.

STANFORD MEDICAL CENTERPalo Alto, CA 1998 - 1999 **Sr. Technology Analyst**

Analyzed departmental productivity issues and envisioned IT solutions through the application of emerging technologies. **Created reference and “proof of concept” solutions to demonstrate efficacy.** Authored business cases to support solutions. Developed and refined enterprise IT standards.

### NEW MEDIA CONSULTANTS Oakland, CA 1995 - 1998 **Founder/Principal Consultant**

Provided consulting services in product visioning, planning, management and marketing to software developers and hardware manufacturers. **Clients:** Sybase, Artear, Americast, and Harmonic, Inc. (formerly DiviCom).

### Selected Accomplishments

* Prevented DiviCom’s loss of $350,000 in liquidated damages by managing the design and development of a data injection solution for an MPEG-2 Digital Video Broadcast system in less than 14 weeks.
* Conceived, designed and championed *Diviwood*, a satellite based system for transporting daily film production footage from remote shooting locations.

AT&TSan Ramon**,** CA 1991 - 1995 **Product Manager**

Managed visioning, design and development of value-added telecommunications services and software applications in a multi-platform environment. Championed project initiatives to gain executive support and sponsorship.

### Selected Accomplishments

* Championed, defined requirements, high-level design, service suite and critical strategic marketing elements for Pacific Bell's Media Park **the world’s first networked multimedia production environment**.
* Designed and managed development of a billing data collection system for video conferencing servers.

# **EDUCATION**

Babson College, Boston, MA and San Francisco, CA **Master of Business Administration (2018)**

California State University East Bay, Hayward, CA **Bachelor of Arts**

University of Southern California, Los Angeles, CA **Certificate in Real Estate Development**

University of California Santa Cruz, Santa Cruz, CA **Software Engineering Mgt., and Marketing**

AT&T Data Communications Institute, Dublin, CA **Certificate in Data Communications**

# **CERTIFICATIONS**

HubSpot, Cambridge, MA **Inbound Marketing Certified**

Google, Mountain View, CA **Google Ad Search Certified**

Kaufman Foundation, Kansas City, MO **Certified FastTrac Entrepreneurship Trainer**

CMPS Institute, Ann Arbor, MI **Certified Mortgage Planner**

**TECHNOLOGIES**

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| --- | --- |
| **Product Management*** Axosoft Product Management Software
* Jira
* Teamwork Projects
* Monday.com

**Data Visualization*** Tableau
* SAS
* R/R Studio

**Business and Productivity Applications*** Slack
* Skype
* Zoom
* Microsoft Office 360 (and legacy versions)
* Microsoft Visio and Project 2000-2016
* Google ‘Office’ G-Suite
* Apache Open Office
* Zoho Business Apps

**Full-Stack Coding Tools*** JavaScript and associated libraries
* Node.JS/Express.JS
* HTML/CSS/Bootstrap
* .NET
* MS Visual Basic (‘VB’)
* Microsoft Excel functions and macros

**Development Methodologies and Tools*** Agile/Scrum and Waterfall
* Kanban boards
* Git/GitHub
* VS Team Services

**CRM (w/Customization**)* Salesforce.com
* Pipedrive CRM
* Zoho CRM
 | **Cloud Computing*** Azure
* AWS
* Salesforce.com

**Databases and Modeling Tools**MS Azure SQL and SQL ServerMySQL/Maria DBPostgreSQLMongoDB NoSQL databaseMS Access**UI Design, Prototyping and App Builders*** Bubble.is App Builder
* Pinegrow Web Editor
* Bootstrap Studio Web Editor
* Balsamiq Mockup
* Appery.io Mobile App Builder

**Code Editors and IDE’s*** MS Visual Studio Code (VS Code)
* MS Visual Studio
* Brackets Code Editor
* Force.com IDE

**Website Development*** Word Press
* Joomla
* Weebly
* SquareSpace
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