

Professional Summary

- Over 20 years experience in Product Development with a proven track record of shipping high quality software, hardware and third-party product.
- Over 15 years of experience driving and working with Program Managers, Project Managers (PMPs), Product Managers, Architects, Engineers and Documentation writers.
- Driven all aspects of the SDLC, including product/project roadmap, vision, planning, positioning, requirements parsing, prioritization, implementation and deprecation.
- Exceptionally creative and resourceful problem-solver while managing complex product portfolios.
 - Channel Strategies
 - Cloud Computing / Systems Integration
 - Contract Establishment / Partnerships
 - Consulting Engagements
 - Large Scale eCommerce
 - PaaS / SaaS
 - Payment Processing / PCI Compliance
 - Pricing
 - Product Management / Strategy
 - Requirements Decomposition Techniques
 - SEO / SEM
 - Supply Chain & Logistics

Professional Experience

Apollo Group *University of Phoenix*
IT Director, Software Development

Phoenix, AZ
2012 to Present

- Led Salesforce development efforts for a Student Success Advising value-added service by incorporating a policy-driven event notification system using Hadoop alerting advisors to at-risk student behaviors leading to disengagement adversely impacting retention rates.
- Re-purposed Student Success Advising model concepts and technologies to create a new student lifecycle management PaaS resulting in an increase in student retention rates and a reduction in advisor spend by 37%, or approximately \$42 million.
- Cited numerous logical and physical architectural data store changes required to support new and existing business objects, and to ultimately help pinpoint system decommission opportunities.
- Provided direct reports and Program/Project Managers with training for creating Agile-based user stories and IEEE 29148-style (IEEE 830) requirements employing rigor, standards and best practices proffered by systems engineering experts including Karl Wiegers, Barry Boehm and Richard H. Thayer.

Blackboard

Director of Product Management

Phoenix, AZ
2007 to 2011

- Increased project delivery throughput by 136% YOY from 2006 by releasing 33 products in 2007 culminating in a total of 106 releases by Q2 2011.
- Established distribution partnership with Sequoia Retail Systems allowing Blackboard to resell another product line into its installed base increasing sales in first year by 17% resulting in \$3.1 million in additional revenue.
- Extended periphery product reach by working between the Blackboard Mobile development team and Sequoia to develop the server-based API with ASP.NET SOAP request/response tags for iPhone application communication.
- Released Blackboard's first-generation PA-DSS compliant SaaS application ensuring product was scalable, extensible, provisioned, utilized windows server based application security and window server security policy management, and load requirements were implemented at Blackboard's hosting provider - ultimately allowing expansion into international and K-12.
- Collaborated with Cybersource, Authorize.net, CASHNet, PayPal's Payflow and other payment processors and gateways ensuring Blackboard technologies produced were in compliance to PCI-DSS standards.

- Maintained the project roadmap for the Transact line-of-business communicating status in monthly meetings to Sales, Program/Project Management, the Executive Team, and various cross-functional team leaders.
- Helped direct reports structure, create and revise functional specifications as ASP.NET and C# code behind pages in Visual Studio with SQL Server as part of a modified Agile/Scrum SDLC for parity and new feature product development.
- Established formal weekly project status meetings for team member knowledge transfer, and where project status was captured for communications to various stakeholders.
- Provided ongoing training and technical assistance to product development on standards, best practices and various technologies including Network+, XML, DITA, Linq, T-SQL/SQL Server 2008, IIS 7.5, ASP.NET and C# - conducive to their deliverables and responsibilities.

Lumension *formerly Patchlink*

Senior Product Manager

Scottsdale, AZ

2006 to 2007

- Solely produced patch content process delivery documentation detailing patch content distribution to worldwide customers and partners considering current engineering capacities and contractual business commitments.
- Determined UNIX, Linux and Windows-based platform and application patches, by criticality, ultimately resulting in the FY2007 content roadmap, and allowing patch content repository augmentation by 35%.
- Conceptualized new policy, security, Active Directory and deployment requirements leveraging Ponder, Marimba, Microsoft Systems Management Server, Windows server security policy management, and Windows server-based application security which were included within a major product revision.
- Created and performed white box and black box QA tests using Windows Management Instrumentation (WMI).
- Critical to furthering acceptance and adoption of an OVAL/XCCDF interpreter to provide the business with a clear market differentiator.
- Created then managed the internal Product Management ASP.NET website furnishing worldwide teams with product functionality details as well as product and patch content release notifications.

Channel Intelligence (Google) *formerly Vcommerce*

Senior Product Manager

Scottsdale, AZ

2003 to 2005

- Instrumental in acquiring Overstock.com as a client by solely creating a high-fidelity DHTML prototype and all Photoshop assets demonstrating Overstock's requirements within the Vcommerce Enterprise Commerce Platform (ECP); led to tripling company revenues.
- Produced detailed ecommerce functional specifications and helped manage client projects including Target.com, Overstock.com, Univision, Napster, David's Bridal, and Sonos allowing the Vcommerce ECP to be adapted to support their business operations.
- Incorporated payment processing requirements from Visa, Cybersource, and Clearcommerce (Certegey) ensuring client project sites could effectively process payments for goods and services built using the Vcommerce ECP.
- Solely promoted newly provisioned clients by leveraging SEO/SEM techniques.
- Obtained level of effort for all development projects, and entirely managed and maintained the project roadmap for all client projects, strategic enhancements and system health-related efforts, and communicated to internal cross-functional teams forthcoming deliverables and expected delivery dates.
- Strategically expanded the Vcommerce ECP by conducting various Gap analyses assessing parity differences allowing identification of missing and needed functionality.
- Established the Vcommerce ecosystem program extending the Vcommerce ECP into analytics, campaign management, and email response management by strategically identifying best-in-class partners.

Prior Experience

Succeed *start-up*

Director of Product Management

Chandler, AZ

2002 to 2003

Moneytracker *contract*

Web Developer

Albuquerque, NM

2001 to 2002

Bizfinity *start-up*

Director of Product Management

Senior Web Producer

Cupertino, CA

2000 to 2001

1999 to 2000

TravelNet *start-up*

Product Manager

Santa Clara, CA

1997 to 1998

Informix

Marketing Specialist, Field Communications Analyst

Menlo Park, CA

1996 to 1997

Intuit

Marketing, Project Coordinator

Technical Support Representative

Mountain View, CA

1993 to 1996

1992 to 1993

ReSound

Business Analyst

Redwood City, CA

1991

Education

University of California, Berkeley

Bachelor of Arts, December 1989

Certifications

- Orasi Software, Inc., Requirements Definition Certification: 2008
- Project Performance International (PPI), Requirements Analysis and Specification Writing Certification: 2008
- IP3 Inc., Network+ Certification: 2009
- XML Master Basic Certification: 2010

Methodologies

- CMMi
- Incremental
- Waterfall
- Agile/Scrum
- RUP/UML
- Crystal (Clear)
- Evolutionary
- Spiral
- Kanban

Software Literacy

Languages / Technologies

- AD/LDAP
- ASP
- ASP.NET
- C#
- CSS
- DHTML
- EDI
- ESB
- IIS
- JavaScript
- JSON
- JSP
- MDM
- MVC
- Network+
- ORDBMS
- OSI model
- OVAL/XCCDF
- PERL (for CGI) scripting
- RBAC/ABAC
- SaaS/PaaS
- SOAP/REST protocols
- T-SQL
- TCP/IP
- UNIX/Linux
- VB
- Visualforce/Apex
- XAML
- XHTML
- XML/XSD/XPath/XSLT/DTD

Applications

- Adobe Acrobat
- Adobe Audition
- Adobe Dreamweaver
- Adobe Flash
- Adobe Illustrator
- Adobe Photoshop
- Bugzilla
- Confluence
- Documentum
- Jira
- Microsoft Access
- Microsoft Hyper-V
- Microsoft Project
- Microsoft Sharepoint
- Microsoft SQL Server
- Microsoft Team Foundation Server
- Microsoft Visual Studio
- Microsoft Visio
- Oracle
- Peoplesoft
- Perforce
- Salesforce
- VMWare
- Wordpress