

Product Manager

Results-driven professional with expertise envisioning and leading IT product rollouts from cradle to grave, grounded solidly on business and economic value. Demonstrated ability to gather requirements, build the business case, manage peak-performing teams and achieve cross-functional business objectives. Valued team member, contributes broad-based perspective to create strategies and streamline business operations internally and for external customers.

Summary of Skills

- Hands-on approach to product management from requirements gathering to implementation
- Skilled in balancing conflicting customer needs and prioritizing features based on solid business value
- Extensive project management expertise in business initiatives and technical deployments
- Designer and implementer of operational processes to kick-start and scale businesses
- Flexible and dedicated contributor with a make-it-happen attitude and track-record

Professional Experience

Stokely Consulting - California, Texas, New Mexico

1991-Present

Product Management, Business and Operations Consultant

- Defined new software and video training products for client in the hospitality software industry. Performed market analysis of competing products, interviewed customer base, and assessed client's capabilities. Produced requirements specifications for two new products and directed Agile development team during initial phases.
- Developed new products, services and processes for companies including Wells Fargo & Co., Hewlett-Packard, KLA-Tencor, Rational Software Corp, Sun Microsystems, Apple Computer, UNIX Review, SuccessFactors, Compeat Restaurant Management Systems, and Fanfare Magazine.
- Coordinated business and technical teams to create new business models and product requirements for start up companies. Created business use cases, scenarios, and specifications for new products.
- Analyzed more than 200 user experiences and worked with development teams to produce technical scenarios (the "how" to implement the "what") and functional designs, resulting in improvements to core products.
- Supervised team to develop software and processes for Wells Fargo Bank's corporate intranet to allow targeted communication and application delivery to workers in over 1800 branches, on-time and under budget.
- Gathered the requirements to develop a subscribers-only portal to Fanfare Magazine's Web Archive, including the administrative and user interfaces, processes and facilities. Coordinated with the customer to develop the project plan and implement the portal.

Another Thought - Austin, Texas

2003-Present

Product Manager

- Re-packaged existing product to appeal to new markets and channels, such as Amazon.com, resulting in 300% growth in revenues.
- Defined the requirements and developed hundreds of high-quality print, web, e-zine, video and audio productions that fit clients' present and future needs.
- Defined and implemented operations for web-based company that delivered services to speakers, trainers, consultants, authors, and publishers.
- Created proposals, managed pre- and post-sales customer expectations, and analyzed financial data to improve efficiency.
- Managed the initial release of V1.0 general availability through V3.5.xx, coordinating extensive new features, bug fixes and usability issues.
- Prioritized projects based on client readiness and resource utilization, tackling all customer concerns with diplomacy and tact.
- Designed and implemented the processes and facilities of warehousing, inventory, fulfillment, shipping and receiving for the online retail store specializing in small press books, audio and video.

Newgistics - Austin, Texas**2001-2002****Senior Customer Engagement Manager**

- Devised a system of analysis that predicted whether a customer engagement would be profitable or unprofitable to the company. Delivered implementations that generated annualized revenue estimated at \$35M.
- Managed the returns product engagement lifecycle, representing clients such as Spiegel/Newport News/Eddie Bauer, J Crew, Neiman Marcus and Princess House.
- Scoped the level of customization required to integrate our application and accompanying merchants' mainframe warehouse computer systems successfully.
- Identified cross-group dependencies, created and updated vendor processes, procedures, punch lists and workflow diagrams to assist the client in making the transition to the new system seamlessly.
- Collaborated with various departments, including distributors, carriers, technology development groups, marketing and sales to ensure all requirements were communicated effectively.
- Prepared technical reports, collected, analyzed and summarized information and trends to calibrate the product's effectiveness throughout the company.

Coherent Thought, Inc. - Palo Alto, CA**1987-1991****Systems Manager**

- Designed and created Sun UNIX and Mac environments, including network, machines, policies and procedures.
- Handled purchasing, installation and maintenance of computing equipment.
- Responsible for vendor relations, support contracts, user training, hiring and training of Systems Administrator.
- Implemented computer security environments and beta-tested new hardware and software.
- Installed and supported Coherent Thought products and their operating environments at customer sites.

Sun Microsystems, Inc. - Mountain View, CA**1985-1987****Senior Corporate Sales Support**

- Provided telephone hotline and on-site support to customers, Sun field engineers and OEMs in areas of networking, utilities, general communications software and hardware, peripherals, SunOS and Unix internals.
- Developed and delivered first training courses in networking and communications for Sun field engineers.
- Ran beta tests for new Sun networking software products as part of the communication products support team.
- Editor of the Software Technical Bulletin.

Technical Skills

Tools: OpenOffice, Microsoft Project, Word, Excel, PowerPoint, Outlook, FrameMaker, Visio, Macromedia Fireworks, UNIX/Linux command-line and GUI tools, OSCommerce, Hardware/Software Interfaces, Networking Interfaces, Internet Access/Protocols

Operating Systems: Windows XP/NT/9.x, MacOS, Sun Solaris, UNIX, Linux

Education

B.S. in Computer Science, University of Southern Mississippi, Hattiesburg, Mississippi

Professional Memberships, Articles and Awards

Affiliations: USENIX, SAGE (System Administrators Guild); Co-Chair of LISA '97, USENIX SAGE Conference

Published: Author of "Celeste's Tutorials On Solaris/SunOS Modems and Terminals"; Published in Unix Review, USENIX ";login", Sun Microsystems' publications and in other hardware and software vendors' Unix publications

Awards: 2000 SAGE Outstanding Achievement Award for pioneering work in the distribution of systems management information