
s u m m a r y

- 15 years of experience in software product management, marketing, sales, and engineering at Oracle, Mercury, and leading venture-funded startups such as Wily Technology.
- Successfully met challenges in all phases of product management, from conception through end-of-life.
- MBA from UCLA Anderson; BS Symbolic Systems (computer science) from Stanford University

e x p e r i e n c e

Archimedes

2007-2008

Product Management Consultant

San Francisco, California

Archimedes seeks to revolutionize the practice of medicine with mathematical modeling. By running simulations full of virtual people, with physiologies and organs, who experience symptoms, seek care from doctors, get diagnoses, and undergo treatments, Archimedes enables pharmaceutical companies, doctors, insurance companies, and government agencies optimize the healthcare system.

- Defined product requirements for new Archimedes product in stealth mode. Product expected to greatly improve quality of care and reduce healthcare costs.
- Developed requirements, market research plan, prototype, and pricing model for Archimedes ARChES, a new web-based interface and delivery platform for the Archimedes model that will be built and tested over the next five years.

(This was a short-term consulting engagement.)

Wily Technology (acquired by CA)

2005 to 2007

Sr. Product Line Manager

Brisbane, California

Wily Technology is the market-leading provider of enterprise application management solutions. Wily was acquired by CA in 2006.

- Led and mentored a team of product managers in expanding Wily's application management footprint, in order to provide better end-to-end visibility into customer transaction performance.
- Team responsibilities included product strategy, roadmap, requirements, pricing, positioning, launch, sales training & enablement, and evangelism. Portfolio included products for monitoring response times at browsers, synthetic transaction robots, web servers, and identity managers.
- Personally drove Wily's acquisition of TimeStock and dramatically expanded Wily's product line in a well-praised strategic move. Analyzed customer needs and competitive landscape, built revenue forecast, presented business case to executive team, and performed due diligence.
- Promoted from Sr. Product Manager to Sr. Product Line Manager after six months on the job.

Mercury (acquired by HP)

2002 to 2005

Sr. Product Manager

Mountain View, California

Mercury (Nasdaq:MERQ) is the global leader in Business Technology Optimization, enabling companies to unlock the business value of Information Technology. Mercury was acquired by HP in 2007.

- Sr. Product Manager for WinRunner and QuickTest Professional, the industry's leading software testing products with \$100M in annual revenue.
- Lead both inbound and outbound product management activities, working with a team of 60 R&D staff, plus 500 sales engineers and account managers.
- Responsibilities include product strategy, roadmap, requirements, pricing, positioning, launch, sales training & enablement, and evangelism.
- Grew QuickTest Professional worldwide revenues tenfold, from \$5M in 2002 to \$60M in 2004, winning awards and

e x p e r i e n c e

ListenPoint

Group Product Manager

2001 to 2002

San Ramon, California

ListenPoint pioneered a new enterprise software category -- product portfolio management -- to automate product marketing at Fortune 500 corporations. Investors include Sigma Partners.

- Developed product strategy, defined requirements, built prototypes, formulated pricing and ROI model, interviewed customers, analyzed competition, refined research methodology, and created product collateral.

Brodia

Senior Director, Product Management

1999 - 2001

San Francisco, California

Brodia was a premier provider of digital payments infrastructure software for financial institutions. Investors included Draper Fisher Jurvetson and Morgan Stanley Dean Witter.

- Managed team responsible for defining Brodia's web, wireless, and XML products and implemented programs to conduct consumer research, competitive intelligence, and web site metrics analysis.
- Led a multidisciplinary team of 15 people in building Brodia Wallet version 1.5, improving product performance tenfold and increasing the range of supported web sites from 1,500 to over 100,000.

Oracle Corporation

Product Marketing Manager

1992 to 1997

Singapore

- Launched Oracle8, Oracle Application Server 2.0, and Oracle Developer, facilitating over \$1 billion in revenues.
- Directed 30 person team to deliver the Oracle Technology Summit, Oracle Asia Pacific's premier technical marketing program for 2000 business partners in 13 locations across Asia-Pacific.
- Increased Summit attendance tenfold and achieved a 95% satisfaction rating.

Software Engineer

Redwood Shores, California

- Designed and developed Oracle Help, a hypertext document browser similar to Netscape Navigator, used in Oracle Developer, the best-selling software development suite in 1994 with annual revenues of \$350 million.

Viewpoint Systems

Software Engineer

1991 to 1992

San Mateo, California

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

- Built AccessPoint 1.0, one of the first Microsoft Windows C++ programs to enable intuitive, graphical access to Oracle, Sybase, and other SQL databases.

e d u c a t i o n

UCLA Anderson School of Management

MBA, concentration in Marketing

1999

Los Angeles, California

- *Elected:* Director, Entrepreneur Association, the largest student organization at Anderson.
- *Awarded:* 1998 Price Institute for Entrepreneurial Studies Academic Fellowship.
- *Selected:* UCLA Ventures. Developed strategy & business plan for digital media online exchange.

Stanford University

BS, Symbolic Systems (computer science); concentration in Computer Interfaces

1991

Stanford, California

- *Awarded:* CSLI internship to research computational linguistics at Xerox PARC. Built C++ programs to convert regular expressions to finite state machines and implement a calculus to manipulate finite state automata.
- *Leadership:* Led Stanford Varsity Sailing Team to Top-10 finish at 1989 national championships.