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PROFILE

- Senior Product Leader with 25 years of overall experience in creating software.
- Successful in all phases of product innovation from ideation, product management to engineering to GTM, through implementation with clients.
- Managed expansion in company product lines and services to directly impact revenue growth through a customer first strategy..
- Led teams of up to 10 direct reports with over 50 indirect reports.
- Enjoy building and leading cross-functional teams directly and indirectly. Experienced in recruiting and talent management including off-shore and geographically-distributed teams as well as vendor management.

EXPERIENCE

O'Reilly Media, Sebastopol, CA
The world's most comprehensive technology and business learning platform
Principal Product Manager, Innovation & Mobile Apps   June 2016 – present
- Leading transition to a mobile first strategy from a book publishing strategy.
- Scaled mobile apps from 40% to over 60% user base, while improving average app store ratings from 2.1 to 4.6
- Directing remote teams of 15 developers, designers, and qa engineers, and project managers.
- Personalized onboarding experiences for a 2% uplift in trial to paid conversion rates.
- Drove 2.4% increase in conversion rates from anonymous to trial through improvements in content and user experience.

Knock Knock, Austin, TX
Knock Knock's mission is to create the happiest landlords, renters, and property managers on the planet.
CEO/Founder   July 2015 – July 2016
- Launched Knock Knock, a marketplace for renters, owners, and property managers to discover and connect.
- Created and launched Knock Knock Homes in the App Store, with 1 UX designer. Designed and built in Swift and Parse.
- Sole founder and managed all operations from legal, finance, marketing to business development.

Phunware, Austin, TX
The Phunware platform enables brands to engage users anytime and anywhere with tools like location marketing, blue dot wayfinding, and hyper-targeted push messaging.
Director, Product   Oct 2014 – July 2015
- General manager of mobile marketing automation product platform focusing on location based technologies (GPS, beacons, wifi).
- Responsible for 100% YOY bookings growth for mobile marketing platform.
- Owned GTM, marketing collateral, and sales training & enablement to develop and grow sales pipeline.
- Developed product roadmap and priorities. Collaborate with engineering, customer success, marketing, and sales to position location marketing as a core product offering.

- Nurtured business development relationships with key partners such as Cisco, Motorola, and Senion Labs.

Waterfall (formerly Waterfall Mobile), Austin, TX
The Waterfall Platform represents the evolution of mobile marketing and CRM. Using Waterfall's software and services, companies create interactive relationships with their customers to maximize lifetime value.
VP, Product   Feb 2013 – Oct 2014
- Developed product roadmap and priorities. Drove the addition of marketing channels such as MMS, Facebook, Twitter, Push Notifications, and campaign data analytics to the product portfolio.
- Managed revenue growth of 30%+ through named accounts upsells and expanding scope of services within agency partnerships while maintaining < 2.4% YOY churn rate.
- Grew key partner relationships in the mobile coupon, offers, and wallet industry.
- Provided inspiring people leadership to build and mentor the product, engineering, and client services teams. Managed operations at the Austin office location.

Compass Learning, Austin, TX   2006-2013
Serving more than 11 million students to deliver personalized learning experiences through a suite of online learning solutions.
VP, Product Development   2010 – 2013
Director of Engineering   2006 – 2010

- Managed annual product development budgets of $8-$10M, with a cost savings upwards of $400K, while releasing products on schedule.
- Developed and communicated the company's product strategic vision and plan to equity partners and senior management.
- Managed team of 40 full-time software developers, testers, product managers, program managers, writers, graphic artists, and video production employees to support the execution of the vision.
- Launched and grew a UX team to drive an innovative usability initiative to remove necessity for point and click training and to increase teacher and student utilization rates.
- Named General Manager of Renzulli Learning upon acquisition. Overall responsibility for P&L, relocation and integration of operations, resulting in 12.5% overall revenue growth for company.
- Transitioned product development team from a culture of maintenance and slow growth to culture of innovation and entrepreneurial spirit.

Applied Research Laboratories, Space & Geophysics Division, University of Texas, Austin, TX
Dedicated to improving our nation's military capability in applications of acoustics, electromagnetics, and information technology.
Engineering Scientist   2001-2005
- Assumed primary on-site consulting role for full implementation at DOD Command Centers in San Antonio and Ft. Belvoir, Virginia.
- Architected the only web based radio propagation software product used by DOD Command Centers.

EDUCATION
Master of Business Administration - University of Texas at Austin
Master of Science, Software Engineering - University of Texas at Austin
Bachelor of Science, Computer Engineering - University of Michigan at Ann Arbor