

SENIOR DIRECTOR, PRODUCT MANAGEMENT

Career Overview

For twenty years, I've done product management, product marketing, and business development in organizations from early stage start-up to large, publicly traded companies. Common in every role at every company is finding success through a laser-like focus on the business needs of customers. With over a decade of online media experience, I remain fascinated by the intersection of media creation, distribution, consumption, and monetization. The revolution is still in the early stages, and increasing consumer control over what they watch and listen to will have broad-ranging impact over who makes money in this ecosystem, and how. Planning and building the enabling technologies is what I love.

Qualifications

- Strong analytical skills
- Excellent problem solving skills
- Knowledge of streaming video platforms
- Customer Needs and Requirements Management
- Shipping quality software on time

Work Experience

Senior Director, Product Management Aug 2013 to Current

Company Name 1/4 City , State

ReverbNation is the leading online platform for independent musicians, where emerging Artists build their careers through online marketing tools and industry opportunities.

- Led team of product managers, designers, and QA testers
- Managed, designed, and released first-ever mobile responsive version of the product
- Conducted extensive user testing on multiple iterations
- Analyzed key performance indicators to drive new opportunities and identify product problems

VP, Digital Media Solutions Jul 2012 to Jul 2013

Company Name 1/4 City , State

- Brightcove (NASDAQ: BCOV) makes the leading Online Video Platform, powering the internet video efforts of major media companies, marketers, enterprises, and institutions.
- Delivering over a billion videos a month, Brightcove's mission is to publish and distribute the world's professional media.
- As VP of Media Solutions, I developed and executed upon a strategic vision aimed specifically at delivering solutions for media companies across all verticals: cable and broadcast networks, TV operators, film studios, music labels, newspapers, magazines, and pure digital properties.
- Developed media segmentation and marketing map to define target market, buyer personas, prospect needs, and core messaging.
- Created industry-specific solutions combining partner technologies, Brightcove services, and core product to address requirements as varied as mobile advertising, live ad insertion, and connected TV apps.
- Worked closely with CTO and VP of Product to research and prioritize product and partner features.
- Collaborated with senior sales to develop winning pitches and proposals.
- Consulted with customers to evaluate current practices and advise on areas of technical and business improvement.
- Designed and executed industry event presence including solution messaging, product demos, and presentations.
- Authored white papers, blog posts, contributed articles, and industry presentations.
- Crafted media strategy track for the company's annual user conference, Brightcove PLAY, including presenting and moderating relevant sessions.

Director, Technology Partnerships Jan 2009 to Jun 2012

Company Name 1/4 City , State

- As creator of the dominant Online Video Platform, Brightcove's value to customers is intertwined with the ability for other technologies to build on top of it.
- Working with various internal stakeholders and a small team, I created and implemented Brightcove's Technology Partner program, which currently boasts over 200 participants across more than a dozen categories.
- Designed, built, and implemented Brightcove's Technology Partner program.
- Recruited more than 60 partners across eight categories for program launch.
- Developed legal, business, and technical framework for managing partnerships.
- Negotiated strategic partner deals to drive customer value, partner value, and revenue to Brightcove.
- Implemented processes for partner onboarding, management, and prioritization.
- Introduced key partners into customer accounts to solve specific business needs.

Director, Ad Products Oct 2006 to Dec 2008

Company Name 1/4 City , State

- I joined Brightcove to bring discipline to the product development and release process and to run all aspects of Brightcove's video advertising ecosystem, from product features to industry partnerships to our nascent video ad network.
- Designed, specified, and prioritized all advertising-related features for development team to build.
- Conducted customer visits, interviews, and usability studies for feature development and prioritization.
- Introduced Scrum as a development framework, leading to a more reliable and repeatable software release schedule.

- Collaborated with sales, account management, customer support, and other stakeholders to establish product priorities and communicate product status.
- Developed technical partnerships and business relationships with more than a dozen leading companies in the online ad industry.
- Co-authored the IAB's Digital Video Overview and VAST specification documents; Digital Video committee member.
- Built and managed a network of several hundred long-tail video publishers.
- Managed all ad inventory and ad buys from agencies and networks; built and executed a publisher payment process.

Vice President, Product Apr 2006 to Oct 2006

Company Name 1/4 City , State

- eDataSource is an email analytics firm, providing competitive intelligence for brand marketers, ad agencies, email service providers, and affiliate marketers.
- I joined the company as part of an angel investment round to run the product team and develop market presence.
- Developed a brand identity for the company, used in web marketing, email marketing, trade shows, and conferences.
- Conducted dozens of research interviews with customers and prospects to identify and prioritize new features.
- Worked closely with the small development team to turn customer needs into deliverable products.
- Investigated, identified, and implemented process changes to improve manual labor efficiency by more than 300%.

Director of Products Mar 2003 to Apr 2006

Company Name 1/4 City , State

Viewpoint created digital marketing technologies, including a rich media ad server used by advertisers and agencies worldwide. The company was acquired by DG Fast Channel in 2008.

As Product Director, I was responsible for defining product direction and positioning, writing specifications, setting development priorities, and leading the development teams. Also under my purview were training, support, and documentation.

- Brought to market Viewpoint's first commercial software product, a SaaS platform for rich media advertising development and deployment.
- Created standard ad format templates and operationalized building, testing, and deploying ads.
- Managed a team of more than 20 product managers, designers, developers, QA engineers, and technical writers.
- Successfully integrated the Unicast team and products, delivering a new combined product within months of the acquisition.
- Evaluated and selected third party vendors for ad serving redundancy and scalability.
- Migrated development from a "waterfall" process that delivered one release every nine months to an agile process using Scrum, releasing three significant updates within the first five months.
- Built a support escalation process to address internal support needs in addition to client SLAs.
- Maintained technical and business relationships with key partners, including AOL, Adobe, and DoubleClick.

Director, Product Marketing Jan 2000 to Feb 2003

Company Name 1/4 City , State

As Marketing Director, responsibilities spanned all aspects of product success, including product and market definition, value proposition, pricing, lead generation and tracking, event management, communications, and press/public relations.

- Required working closely with every functional division, including Sales, Engineering, Production, Legal, Finance, and the Executive team.
- Managed a staff of seven and a budget of approximately \$5 million.
- Developed Viewpoint's first suite of advertising products, formats, and specifications.
- Successfully deployed first online advertising campaigns using Viewpoint technology.
- Managed technical, marketing, and sales relationships with Viewpoint's largest client, AOL, to develop new advertising products, implement promotional programs, and present solutions to AOL sales teams and clients.
- Built solutions for high-profile clients and agencies, including AOL, Coca Cola, American Express, NBC, Kellogg's, Norelco, Digita, StarcomIP, BBDO, and Tribal DDB.

Product Manager Sep 1997 to Jan 2000

Company Name 1/4 City , State

Softimage, acquired by Microsoft in 1994 and then sold to Avid in 1998, created award-winning professional 3D animation software for the film, broadcast, and games industries.

- Designed and implemented a strategy for a mature product facing many new competitors, including price restructuring, strategic third party relationships, direct mail campaigns, and redefined product position.
- Crafted product demonstrations in conjunction with field sales and demo artists.
- Wrote and edited copy for brochures, press releases, web content, reseller sales guides, trade shows, and all internal and external product-oriented communications.
- Worked closely with R&D to prioritize features and drive the development schedule to many successful, on-time releases.
- Coordinated cross-departmental efforts for two major product releases, including engineering, quality assurance, documentation, packaging and manufacturing, order administration, marketing communications, and public relations.

Director, 3D Products Jan 1991 to Jun 1997

Company Name i¼ City , State

Specular created one of the first professional Mac-and Windows-based 3D modeling, animation, and rendering systems used by broadcasters, special effects houses, and graphic artists worldwide.

- Specular grew to about 40 people and \$12 million in annual revenue before being acquired by a larger competitor.
- As the seventh employee of this cutting-edge startup, I was involved with developing nearly every aspect of the company, including building teams and processes for technical support and customer service, quality assurance, product management, product marketing, and marketing communications.

Education and Training

International Affairs New School University i¼ City , State Course work toward a degree in International Affairs

Bachelor of Arts , Behavioral Sciences 2003 Concordia College i¼ City , State GPA: Summa Cum Laude GPA: 4.0 Behavioral Sciences, Summa Cum Laude, GPA: 4.0

Computer Science and Computer Graphics and Animation Hampshire College i¼ City , State Concentration in Computer Science and Computer Graphics and Animation

Skills

Digital Video, Online Advertising, Â