

## **EXPERIENCED PRODUCT MANAGEMENT LEADER**

I'm a "T-shaped" product manager with an unbridled sense of curiosity, a knack for translating customer insights into product innovations, and a bias towards action. I extract order from chaos, a skill that I've used to develop innovative mobile, desktop, and enterprise products from concept to launch. I "get stuff done"—quickly, correctly, and without oversight. Also, I'm not a jerk.

## **KEY CAPABILITIES (“SUPER POWERS”)**

- **Mind-reader:** I have an acutely developed ability to see “behind” what people say, and to surface their underlying needs, motivations, rationales, and assumptions.
- **Synthesizer:** I can navigate complex technical architectures and ambiguous needs, spot the relevant patterns and issues, and distill crisp, prioritized, and actionable guidance.
- **Communicator:** I delight in crafting narratives that express complex ideas with clarity, and acting as an enthusiastic evangelist to executives, peers, customers, and the press.
- **Influencer:** My technical and business expertise, my upbeat attitude, and my sense of humor allow me to establish credibility, drive consensus, and lead without authority.

## **PROFESSIONAL EXPERIENCE**

### **Director of Product Management** *Nok Nok Labs, Palo Alto, CA*

2012 – Fall 2016

Built a strong authentication suite and an ambitious industry initiative to eliminate passwords. Defined a new standard and spurred adoption while growing revenues from zero to seven figures.

- Defined product vision and roadmap, and drove product (iOS, Android, Windows, Linux) from concept to launch with a distributed agile team of 35 engineers and 1 direct report.
- Led first customer technical engagements (PayPal, Alipay, DOCOMO), and deployed usable, secure mobile payments for 750M+ users and 1M+ merchants in 27+ countries.
- Integrated fingerprint and iris biometric authentication into 150M+ Samsung, Sony, Fujitsu, and Sharp mobile devices in 150 countries to bootstrap the FIDO ecosystem.
- Coordinated with OEM, operating system, browser, biometrics vendors to grow FIDO Alliance to 250+ members, finalize the FIDO protocol, and deliver first certified products.
- Nurtured close relationships with key ecosystem partners (Google, Microsoft, Qualcomm, others) to gain early access to technology, first mover advantage, and industry goodwill.
- Refocused strategy from PC to mobile, identified new use cases to broaden addressable market, differentiate, and extend runway until adoption of standard reached critical mass.
- Translated customer needs into crisp epic user stories, groomed the backlog, and collaborated with UX designer on wireframes, mockups, clickable prototypes, and demos.
- Crafted product messaging, collateral, internal and external training, and demo materials used by sales, business development, prospects, and customers.

### **Senior Product Marketing Manager** *Symantec, Mountain View, CA*

2010 – 2012

Integrated SaaS products from three acquisitions into messaging, tools, training, and programs for the newly-formed Data Protection portfolio (Data Loss Prevention, Encryption, Authentication).

- Built and executed RSA SecurID competitive displacement program generating \$21.2M in pipeline and 50+ deals at major customers, including Eli Lilly, E-Trade, and NFCU.
- Trained 1250+ global sales representatives and specialists, resulting in 134% of global FY2011 sales plan (and 256% of the US plan) for my products within three quarters.

- Crafted messaging, tools, and training for the releases of Symantec VIP, VIP Intelligent Authentication, Fraud Detection Service, and a partner integration with Intel IPT.
- Revived press and analyst relations, garnering prominent positive coverage by Gartner, Forrester, IDC, The New York Times, Dark Reading, eWeek, and SC Magazine.

**Director of Marketing**

2009 – 2010

*PGP TrustCenter (acquired by Symantec), Menlo Park, CA*

Led acquisition due diligence of TC TrustCenter's marketing capabilities, and coordinated pre- and post-acquisition logistics and programs with PGP Corporation's marketing and sales teams.

- Planned, built, and executed sales lead generation programs responsible for generating over \$3M in pipeline in the first 90 days, including \$2M in new business.
- Aligned product messaging with the PGP Encryption Platform portfolio messaging, and overhauled all sales tools and training materials to enable US-based inside sales team.
- Created and delivered monthly customer-facing webcasts, product demos, and trade-show presentations to position PGP TrustCenter's solutions.

**Product Manager (3 years), Product Marketing Manager (1 year)**

2004 – 2009

*PGP Corporation (acquired by Symantec), Palo Alto, CA*

Managed five products as part of an integrated data security portfolio, and directly responsible for \$40M+ revenue and 25% annual growth over three years (nearly half of all revenues).

- Developed MRDs and PRDs for two major releases of the flagship policy console, Universal Server, and email encryption gateway, Universal Gateway Email.
- Drove all aspects of PGP Command Line product development from concept to launch, including pricing and go-to-market strategy that delivered \$5M+ in the first year.
- Partnered with sales and support teams, and provided email and whole disk encryption expertise to overcome prospect objections, and to resolve customer product issues.
- Refuted a competitor's patent infringement claims, and identified the competitor's infringement of PGP patents to defend the company against further legal action.
- Crafted messaging, tools (technical whitepapers, buyer's guides), competitive briefings, and product demos, conducted analyst briefings, and produced customer webcasts.

**PATENTS, PUBLICATIONS, PRESENTATIONS**

**Patents:** Five US patents issued (#9015482, #9172687, #9219732, #9305298, #9367676).

**Book:** *JXTA*. Indianapolis, IN, New Riders, 2002. 488 pgs. English, Japanese, Korean editions.

**Presentations:** ProductCamp Silicon Valley, RSA Innovation Sandbox, Money 20/20 Launchpad 360°, Global Platform TEE Summit, Cloud Identity Summit, Symantec Vision, BookCamp.

**PRIOR EXPERIENCE**

Senior Software Engineer, PKI Innovations, Vancouver, Canada 2001 – 2003

Software Developer, Product Architecture Team, Infowave, Burnaby, Canada 2000 – 2001

Development Lead/Senior Architect, Hush Communications, Ireland and BWI 1999 – 2000

Software Developer, IBM Pacific Development Center, Burnaby, Canada 1998 – 1999

**EDUCATION**

**MBA (Strategic Management Specialization)**, University of British Columbia, Canada

**BASc (with Honors)**, School of Engineering Science, Simon Fraser University, Canada

**Certificate in Engineering (with Distinction)**, University of Sussex, United Kingdom