

*Championing needs & leading teams together to make profitable things happen for us, our partners and customers!*

Innovative technical problem solver. Especially proficient with drawing global, multi-corporate, cross-functional teams together and leveraging their combined strengths. Delivering growth by aligning customer needs with business priorities.

## **Positions - Industry experience from 1983 - present**

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### Technical Marketing Manager, EFI – Foster City, California (2008 - current)

- Reduced model-specific effort to integrate embedded and server Fiery digital print controllers with Digital StoreFront web-to-print ecommerce SaaS clouds 80% by migrating to industry standard JDF/JMF XML web service interface, enabling over 250,000 cross-selling opportunities.
- Save 4 hours per month for 100+ internal and 3<sup>rd</sup> party partners by developing and deploying Virtual Machines (VM) with latest stable builds for development, demonstration and integration efforts.
- Eliminated cost and overhead for systems by implementing VPN with live systems for 3<sup>rd</sup> party development.
- Removed hardware bottleneck for testing by devising and documenting procedure to deploy model-specific VM's on LabManager, enabling remote teams in India to share workload, which decreased average time to reproduce bugs 30%.
- Growing emerging market by actively participating in CIP4 international standards organization and implementing CIP4 JDF XML web service interface for 100+ Fiery digital print controller models, encouraging over three dozen 3<sup>rd</sup> parties (e.g., Agfa, Kodak, Heidelberg, Dainippon Screen, etc.) to add Fiery controller web services support to their applications.
- As Agile Product Owner, leading team in India to maximize engineering bandwidth and align resources with market priorities.
- Developing PRD's, MRD's, road maps and go to market strategies to bring new products and features to market.
- Conducting competitive product evaluation projects and ongoing research to map development efforts to market needs.

### Senior Product Planning Manager, EFI – Foster City, California (2003 - 2008)

- Enabled incremental revenue stream by planning and managing PrintMe SaaS real-time cloud printing web service implementation on embedded and server Fiery digital print controllers.
- Leveraged user personae, scenarios and usability testing to deliver customer-targeted solutions to market.
- Reduced 15 hours of manual work per week by adding automatic specification generation to existing tool.
- Managed multiple, concurrent projects by leveraging wiki infrastructure to align cross-functional teams with specifications, success metrics and goals, significantly reducing bug report cycle time, enabling teams to focus more on new features.

### Technical Solutions Manager, Harlequin/JAWS/Global Graphics Software - Scottsdale, Arizona (1997 - 2003)

- Decreased embedded and server project implementation time 30% by documenting agreed-upon specifications and managing communication between customers and development teams for projects running on VxWorks, Linux, Solaris, IRIX, Windows, Macintosh and custom embedded operating systems.
- Developed and delivered training programs that decreased customer ramp-up and time to product release up to 60%.

### Technical Support Manager, Digital PrepressWare, Inc - Redwood City, California (1995 - 1997)

- Increased margin 10 - 35% by setting up and maintaining favored vendor relationships with over 60 manufacturers.

### New Product Engineer, Current, Inc. - Colorado Springs, Colorado (1993 - 1995)

- Evaluated and made suggestions to take a 50-employee division from a net loss to 68% profit.
- Realized \$150,000 yearly savings by reducing instruction sheet costs 88%.
- Reduced postage costs 30% by modifying job specifications to align with weight restrictions.
- Saved \$68,000 per year and reduced costs 70% by bringing production of printed polyethylene bags in house.

## **Education – Complements industry knowledge and contacts**

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- Scrum Alliance – CSPO Certified Scrum Product Owner & CSM Certified ScrumMaster, 2012
- Stanford University – Advanced Project Management Certification, 2007 - 2010
- Cal Poly SLO – BS Graphic Communication/Printing Management, 1992
- Universität Heidelberg – One year upper division coursework, 1989/1990