
Effectively communicating between groups with different areas of expertise to make profitable things happen!

Skilled technical PM (Project Manager/Product Manager/Program Manager). Creative problem solver. Especially proficient with drawing teams together and leveraging their combined strengths, including different internal teams, partner companies and international standards efforts.

Positions - Industry experience from 1983 - present

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

- Reduced effort to integrate Digital StoreFront web-to-print clouds to embedded and server Fiery digital print controllers from two weeks to two days by implementing an industry standard JDF/JMF XML web service interface.
- Enabled over 250,000 cross-selling opportunities with embedded and server Fiery digital print controllers and Digital StoreFront SaaS ecommerce, migrating from a model-specific to an industry standard JDF/JMF XML web service interface.
- 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 3rd 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.

Sales Representative, 3M Image and Reprographic Systems Division - Los Angeles, California (1991)

- Captured multi-year supply contracts by identifying and meeting customers' needs for supplies and digital imaging equipment.

Director of Printing, International Outreach, Inc. - Atascadero, California (1988 - 1989)

- Reduced printing costs and increased flexibility by setting up complete in-house print shop, including my first digital prepress integration and training and managing an entirely volunteer work force.

Education – Complements industry knowledge and contacts

- 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