

Go-to-Market Execution – I have taken over a dozen products to market for organizations as large as Adobe and as small as a boot-strapped start-up. **At Adobe, one of my teams delivered product line revenue growth from \$400K to \$35M in two years.**

Entrepreneurship – As a strategic advisor to several technology start-ups as well as co-founding my own start-up company, I have the experience required to operate strategically and tactically at every stage of maturity. **At Digitella, our SaaS Digital Asset Management System was adopted by Nike Golf and CNA Insurance.**

Financial Acumen – For the past four years I have worked in the Capital Markets as an equity analyst evaluating the ability of technology companies to grow shareholder value. Through my work serving Institutional Investors like Fidelity, Janus, Seligman and others I have gained a deep understanding of how to assess, plan, forecast, fundraise and successfully manage an organization’s financial operations.

Customer Acquisition – Through operational excellence, marketing automation, rigorous measurement, exhaustive research and creativity, my teams have applied leading edge thinking to drive customer demand. **At Newmerix, in 12 months time, we grew sales opportunity generation over 100% while simultaneously improving lead conversion 300%. We successfully executed marketing programs that originated over 75% of our revenues.**

Experience Summary

Finance	Wedge Partners	2008 – 2012
Sales and Marketing	Adobe, Commerce One, Digitella, Newmerix and Ping Identity	1998 – 2012
Entrepreneurism	Digitella, Front Range CMOs, Newmerix and Ping Identity	1998 – 2010
Product Management	Adobe, Commerce One, Digitella, Newmerix and Simplexis	1998 – 2008
Software Development	Accenture and Digitella	1995 – 2000

Wedge Partners 2008 – 2012

SENIOR EQUITY ANALYST – ENTERPRISE SOFTWARE, SAAS, INTERNET, CDNS AND ONLINE VIDEO

- Specialized in data point driven research, identification of inflection points and secular transitions
- Created and managed financial models to highlight investable differences between intrinsic and market values of equities
- Established relationships with management teams and IR representatives
- Collaborated with Wedge’s China-based research team to develop investment theses
- Held regular 1:1 meetings with institutional clients including Mutual Funds, Pension Funds, Hedge Funds and Family Offices
- Coverage: SAP, ORCL, CRM, TLEO, SFSF, CSOD, CTXS, VMW, AKAM, ACOM, LNKD, JIVE, NFLX, CSTR

HEAD OF MARKETING

- Led brand, communications, and Web site redesign resulting in increased client awareness and brand appreciation
- Managed public relations efforts with industry publications and secured two articles in Trader magazine
- Created and managed firm marketing collateral, including Web and printed materials

Newmerix Corporation – Venture Funded: Mobius, IDG, Siemens Ventures 2007 – 2008

VICE PRESIDENT OF MARKETING AND PRODUCT MANAGEMENT

- Responsible for all aspects of Marketing and Product Management
- Grew integrated marketing team from 0 to 7 direct reports in two months
- Implemented new Pricing Model that resulted in an increase in ASP and multi-unit purchases
- Delivered 100% Y/Y Growth in Leads Delivered to Sales
- Implemented Eloqua Marketing Automation System resulting in increased operational effectiveness and pipeline management
- Implemented an ongoing Press and Analyst Relations program resulting in ongoing media coverage and analyst endorsements
- Successfully launched new product suites for Oracle E-Business Suite and SAP resulting media coverage and early adoption

Front Range CMOs 2007 – 2010

FOUNDER

- Created a professional networking organization that provided peer-to-peer advice through monthly dinners and ad hoc meetings for Marketing executives working in the Denver, Boulder, Fort Collins and Colorado Springs communities
- Managed group operations and professional development curriculum
- Grew to 30 members and successfully merged Front Range CMOs with The CMO Club in January 2010

Ping Identity Corporation – Venture Funded: DFJ, General Catalyst, Fidelity Ventures **2006 – 2007**

DIRECTOR PRODUCT MARKETING

- Brought new products to market and helped grow the company into a major force in the Identity Management software market
- Managed Go-to-Market Strategy (Pricing, Packaging, Positioning, and Channels) for entire product portfolio
- Managed channel marketing strategy for CA, Citrix, Microsoft and Salesforce.com partnerships resulting in 100% channel growth

Adobe Systems, Inc. (NASDAQ:ADBE) **2003 – 2006**

SR. PRODUCT MARKETING MANAGER, ADOBE LIVECYCLE READER EXTENSIONS

- Grew annual product revenues from \$400K to \$18M in first year
- Achieved Q/Q revenue growth of 140% for six consecutive quarters and grew product ASP by 500%
- Consistently exceeded annual revenue target for product portfolio with several license deals in excess of \$1.5M

SR. PRODUCT MARKETING MANAGER, ENTERPRISE SECURITY SOLUTIONS

- Brought to market and executed complete business strategy for Adobe's *first ever* line of enterprise information security software
- Managed \$2M budget and 10 person cross-functional team responsible for integrated marketing strategy and programs
- Portfolio revenue objectives for FY'05 comprised 60% of software revenue objectives for the entire business unit

GROUP MANAGER, ADOBE ON DEMAND SERVICES

- Created the business strategy and operating plan
- Managed a \$7M budget and grew a cross-functional team responsible for R&D, Operations, and Marketing
- Developed partnerships with leading Web-based service providers including Salesforce.com
- Business has since evolved into Adobe On Demand Services like Acrobat.com, Acrobat Connect and Photoshop.com and led to the acquisition of Omniture in October 2009

Commerce One, Inc. (NASDAQ:CMRC) **2001 – 2003**

SR. PRODUCT MANAGER

- Oversaw the complete product lifecycle for two major and three minor software releases for the MarketSite product line resulting in license revenues of over \$32M for FY 2001 and over 100 customer wins worldwide including, General Motors, British Telecom, NTT, Siemens, and Boeing
- Performed technical and operational due diligence for the \$75M acquisition of Exterprise, Inc., resulting in two new product lines and three new customers within six months of deal closure
- Managed joint solution with SAP, resulting in \$50M+ in first-year product revenues

SR. PRODUCT MARKETING MANAGER

- Created and executed the pricing methodology for establishing and maintaining pricing for all Commerce One products including new as well as mature product lines
- Created the messaging, packaging and promotional strategy for the launch of the new Conductor product line
- Sourced and developed multiple relationships with key OEM partners to provide supplemental functionality for Conductor

Simplexix, Inc. – Venture Funded: ICG, GE Capital, Kaplan and Commerce One **2000 – 2001**

DIRECTOR OF PRODUCT MANAGEMENT

- Built and led five-person team responsible for product strategy and management for all Simplexix product lines
- Oversaw all phases of the product lifecycle for two major software releases
- Defined product lines and determined overall product strategy
- Performed technical and operational due diligence on multiple acquisition targets including two successful acquisition

Digitella Technology, Inc. – Angel Funded: Bruce Del Mar and Marna Del Mar-Schnabel **1998 – 2000**

FOUNDER

- Created the Business Plan and managed the corporate as well as product strategy for this Digital Asset Management SaaS start-up
- Met with angel investors as well as institutional venture capitalists and secured funding of over \$1M
- Developed and managed strategic alliances with partner organizations such as Digimarc, Flashpoint Technologies, and Kodak
- Strategic customer relationship management – Nike Golf and CNA Insurance

Commercial Printer and Print Management Provider

- Led a sixteen-person team of software developers comprised of client personnel, sub-contractors, and Accenture employees
- Designed the Java-based client-side architecture for the information system

International Financial Institution

- Led a team of 10 Accenture Java software developers
- Engineered client-side software in Java

Regional Bell Operating Company

- Member of the project management team responsible for overseeing system implementation

Nebraska Department of Social Services

- Developed batch reporting modules in COBOL
- Developed an interface to determine social service program eligibility using AionDS

Westminster College – BACHELOR OF ARTS, PSYCHOLOGY

- Degree emphasis in Industrial/Organizational Psychology and Business Administration
- President – Phi Delta Theta Fraternity
- Vice President – Student Government Association
- Skulls of Seven Honor Society

Personal Interests

- Snowboarding and skiing
- Fly Fishing
- Mountain Biking
- Triathlon
- Rugby