

ANTHONY COLE

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SUMMARY

Offering extensive experience working collaboratively with a team to build great products that align customer and users needs with cutting edge technology. Contribute as a stakeholder to the process of aligning requirements, architecting solutions, prioritizing product roadmap while working with agile product engineering on iterative feedback for refinement and product launch. Leverage experience in start-ups, enterprise software, SaaS, and mobile technology to provide leadership and guidance.

EXPERIENCE

Cogent Mobile, Inc., Cambridge, MA

Co-founder – Product Manager/Software Development Manager, 2011 - 2013

- Led a cross-functional team that designed, implemented, and operated Cogent Mobile vCRM, a flagship voice platform for enterprise cloud applications (Siri for CRM)
- Conceptualized & developed use cases, product requirement, wireframes and MVP features prioritization
- Led data-driven approach utilizing CRM industry sentiment & pricing surveys, product functionality feedback during iterative development
- Owned and managed product roadmap and led Agile framework during front-end/back-end development that encompassed (JSON/REST API integration, XML, HTML, SQL Scripting in C# ASP.NET within Visual studio and Objective-C in Xcode)
- Managed geographically distributed team with designers, SW programmers in Cambridge, MA and Toronto, ON
- Developed customer acquisition strategy leveraging, inbound marketing, CPC and SEO for driving downloads
- Built financial models to project product revenue growth, managed product development budget and timeline

SAP – Innovation Business Solutions Group, Boston, MA

Client Partner – Custom Development Programs East, 2010 - 2011

- Responsible for strategic client-facing consulting services relationships with high-tech clients in the Eastern US
- Led a cross-functional consulting project team in the assessment, development, and delivery of solution definition for custom application development projects
- Collaborated with clients to write use-cases, product requirements, feature prioritizations, and product roadmaps
- Negotiated and coordinated service statements-of-work with clients to facilitate technical resource project delivery
- Collaborated with systems integrator partners in joint solution and development engagements. Developed prime and subcontractor optimized engagement models

IBM – Tivoli Software, Boston, MA

Coverage Software Sales Manager – Financial Services Sector, 2007 - 2009

- Managed strategic client-facing software and services relationships for financial services and insurance firms in the US North East; leveraged internal consulting group to provide strategic end-to-end software solutions
- Managed a team of sales representatives selling a \$8.2 million quota of core products to financial services sector
- Led the sale of \$33 million multi-platform 3-year enterprise license agreement, top 3 deal in the North East 2008
- Achieved 106% and 115% of quota for 2007 and 2008, respectively

Oracle Corporation, Reston, VA

Strategic Account Manager, 2004 - 2007

SteelCloud (Security software VAR) Sterling, VA

Commercial Sales Manager - Mid-Atlantic, 2003 - 2004

NFR Security (Network security hardware start-up, acquired by Check Point Software in 2007), Rockville, MD

Regional Sales Manager - North East, 2001 – 2003

EDUCATION

University of Maryland at College Park

Bachelor of Arts, Behavioral and Social Sciences 2000

Harvard University Extension School

Masters of Software Engineering, Currently Part-time & Expected Completion Fall 2014

AWARDS

Cogent Mobile, Inc. – Selected as a 2012 MIT Sloan CIO Innovation Showcase Finalist

COURSE WORK

Coursework: Distributed Computing, Human Computer Interaction, Software Design, Systems Programing, Data Communications, Web Application Development, Information Systems Management, Big Data Analytics, Mobile OS,