

BARRY O'MELIA

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SOFTWARE PRODUCT MANAGEMENT | TECHNICAL PROGRAM MANAGEMENT

Client-facing professional and product evangelist with 15+ years of experience creating market-leading software products and developing multi-million dollar businesses. Unique knowledge in the product, software development, and sales lifecycles, with proven success in defining, building, testing, launching, selling, implementing, and supporting products for global clientele. Multi-faceted career spans software product management, sales/marketing, program/project management, and technology engineering in both start-up and established operations.

SUMMARY OF TECHNICAL EXPERTISE

SaaS (Azure, AWS, Private Cloud) ▪ Enterprise Software ▪ Virtualization ▪ Commercialization
Networking, Infrastructure & Security ▪ Databases (SQL)
Software Dev Models (Agile\ Certified Scrum Product Owner, CSPO) ▪ Visual Studio/JIRA
Big Data ▪ Google Analytics ▪ Predictive Analytics ▪ Electronic Discovery
User Story/Journey Mapping ▪ IoT ▪ CRM (Salesforce, Hubspot) ▪ User Experience (UX)

LEADERSHIP & MANAGEMENT SKILLS

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|----------------------------------|------------------------|--------------------------|
| ▪ Software Product Management | ▪ Competitive Analysis | ▪ Go-to-Market Strategy |
| ▪ Program & Project Management | ▪ Business Development | ▪ Strategic Partnerships |
| ▪ Client Relationship Management | ▪ Team Leadership | ▪ Budget Management |
| ▪ Client Presentations | ▪ Contract\Licensing | ▪ Vendor Management |
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PROFESSIONAL EXPERIENCE

Digital WarRoom®

2002 – 9/2016

Software Product Manager |Program Manager|

Versatile business, technology, and marketing leader, holding multiple roles in growing start-up company providing electronic discovery, analytics, and computer forensic tools for enterprise clientele. Primary liaison between executives, cross-functional business and technical teams, vendors, strategic partners, and global clients.

Major Impact:

- ✓ Key influencer in enterprise product development and its successful commercial release.
- ✓ Led various product evolutions to include SaaS version and 3rd party software licensing.
- ✓ Grew business from 2 to over 40 global customers (including Fortune 500 companies)
- ✓ Driving force behind porting product to Private Cloud and convincing clients of its security and value.

Software Product Management

- Performed extensive competitive analysis, market analysis, and requirements gathering using Confluence, JIRA, GitHub and Visual Studio
- Established product definition, software product specifications, and pricing strategies.
- Led innovative product development from R&D through testing, validation, and launch.
- Created a comprehensive go-to-market strategy with market positioning.
- As Product Evangelist and Product Owner, presented to industry and customer groups at trade shows, conferences, and technical events.
- Engaged customers, stakeholders, and vendors to gather feedback and solution options.
- Approved, prioritized, and managed customer feature request enhancements.

Sales, Marketing & Business Development

- Developed Internet and digital marketing strategies for lead generation, campaign insights, and measurable results including Google campaigns and analytics with CRM tools.

Digital WarRoom®

2002 – 9/2016

Sales, Marketing & Business Development – *continued*

- Strong business builder, establishing rapport and credibility with prospective clients.
- Demonstrated product to key decision makers and subject matter experts, achieving buy-in.
- Integrated Hubspot and Salesforce workflow to manage process from lead tracking to contract close.

Project Management & Client Relationship Management

- Initially project managed all product implementations and trainings at client sites.
- Built and managed customer support team to support vertical client base; implemented client-centric training program and helpdesk platforms (zendesk and desk.com).
- Managed contracts, client expectations, client relations, and post-support issues.

Attenex

2001 – 2002

Software Program Manager

Fully accountable for service and software product delivery to in-house and external legal counsel for several Fortune 500 companies. Company was spun-off into Digital WarRoom®.

Tenzing Communications

1999 – 2001

Director of Operations

Managed operations, technical services/support, and wireless technologies for this global software company. Project Manager for implementation of a Network Operations Center for global ISP network.

Program manager for content distribution network, a first of its kind global system for automatically consolidating and pushing out web content via Redhat package manager to commercial aircraft and terrestrial distribution centers. This limited the amount of data updates required via satcom (L band) resulting in significant satcom cost savings.

Led design and managed program for automated digital content and data on loading and off-loading data. This IoT Gatelink project eliminated existing manual process using data loaders significantly improving the efficiencies and cost of existing process.

Woodward-Clyde Consultants

1995 – 1999

Project Manager

Designed and led technology implementations for commercial and government agencies including Fortune 500, US Air Force, and Department of Energy. Instrumentation and control software program for numerous automated industrial applications. Prepared process design documents, wrote I&C code, tested code and preformed system software adjustments at start up.

COMMUNITY LEADERSHIP

Head Coach, Crossfire Select Soccer Club, 2009 – Present

Developed and implemented a futsal program for U10-U15 players

EDUCATION

- Master of Science, Engineering, Tufts University
 - Bachelor of Science, Engineering Technology, Kansas State University
 - Licensed Professional Engineer, States of WA and CO
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