

# DIANE CANDLER

## PRODUCT MANAGER

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Portfolio link: [dianecandler.herokuapp.com](https://dianecandler.herokuapp.com)

*Strategic and dedicated business leader with experience defining and leading the development of innovative technology products and solutions.*

### EDUCATION

#### THE UNIVERSITY OF TEXAS

Bachelor of Science (BS) in  
Business Administration  
Full-Stack Software Development  
Bootcamp: October 2020

### TECHNICAL

Computer Science applied to  
JavaScript  
Browser-Based (HTML, CSS,  
JavaScript, jQuery)  
Deployment (Heroku, Git)  
Databases (MySQL, MongoDB)  
Server-Side (Node.js, Express,  
MERN Stack)

### SKILLS

SaaS  
Scrum Cert in process  
Cross-Functional Team  
Collaboration Process  
B2B, SMB, Enterprises  
User Requirements  
Customer Relations  
Market Research  
Product Vision  
Process Improvement  
Product Marketing  
Tradeshows & Events

### WORK HIGHLIGHTS

- Responsible for detailed product specifications of existing and new products. Use sales, competitive, and industry data to influence requirements, design, and implementation.  
**Example:** Megahertz Board of Directors cut funding for the business unit I was hired to manage just 1 day before I joined the company. Two weeks later the Board accepted my business plan. New products from my business unit led to US Robotics purchasing Megahertz 15 months later at an exceptional profit.
- SaaS experience at Britestream, CopperEgg, plus set-up solutions for clients.
- Exceptional interpersonal and communication skills, both written and verbal. Comfortable with ambiguity and thrive in fast-paced environments.  
**Example:** Launched Megahertz's first network products with technically novice team in 6 months, won Product of the Year recognition. Able to assist in documentation, marketing, and developed training for technical staff, Sales, and channel partners.
- Experience driving teams through aggressive schedules, justifying / re-justifying feature-function requirements while working with new technology and significant ambiguity.  
**Examples:** Launched industry's 1st standards-based blade server, 2U server, multi-port PC Card.
- Spearheaded a full product roadmap for server, storage, and network products, driving and tracking the implementation with the supporting teams at Dell, RLX, Megahertz, Compaq.
- Motivated by company financial goals and customer driven demands. Make it a habit to monitor sales, trends, competition. Develop vendor relations to find new ways to leverage partnership products and design-in exclusivity. Partner with Sales and Marketing to understand customer challenges.  
**Example:** Hosted blog and created user group for vendors & channel at Britestream Networks.

## EXPERIENCE

### **DELL TECHNOLOGIES, Round Rock, TX**

**5/2015 – 4/2020**

#### **Assistant to Sr. Vice President and Vice Present Infrastructure Server Solutions**

Provided executive support for business unit leaders and team of up to 200 worldwide team members responsible for PowerEdge server Product Management.

- Managed the Reward and Recognition program for the organization.
- Planned and executed numerous events, departmental activities and customer meetings.

### **CONSULTANT, Austin, TX**

**9/2006 – 5/2015**

Served business clients in the areas of creative design, sales, and community service. Worked with businesses to punch-up marketing documents, craft business forms, employee tools, and self-help instruction manuals. Planned and organized large-scale functions and events.

- Sales Representative for start-ups including CopperEgg (SaaS), Shock Strap and Wild Timber Designs.
- Texas Parks & Wildlife Project WILD Facilitator – offering train-the-trainer and training for students.
- Remodel and Interior Decorator Consultant for businesses and residential clients.
- Implemented SaaS solutions for start-up and small business.
- Served on the Board of Directors for Collaborative Care for Kids (healthcare), LHISD School Health Advisory Council (education), Brushy Creek MUD Community Center and Planning Committees.
- Researched and recommended SW solutions designed to best serve the employees with a goal to lower capital and operating costs, improve data security, and met government compliance requirements.

### **NEWISYS, a Sanmina-Sci Company, Austin, TX**

**1/2007 – 1/2008**

#### **Server and Storage Product Line Manager – Joint Development Servers and Storage**

Led OEM/ODM Products through Life Cycle Management from proposal to final deliverables ensuring customer, vendor and internal scope, schedule, costs goals were met.

- Created differentiating features while ensuring products blend within brand portfolios.
- Directed cross-functional teams through root cause. Communicated status and secured resources.

### **NCIPHER (formerly Britestream Networks, Inc.), Austin, TX**

**11/2004 – 8/2006**

#### **Product Marketing Manager – Security Hardware Start-Up**

Led implementation of Partnership Program that included Microsoft, IBM, Check Point, nCipher. Implemented multi-vendor supported Security Solutions Forum, stimulating usage model awareness and help resolve technical problems.

- Identified markets and developed programs targeting buyers: created marketing deliverables, booked keynote engagements, authored case studies, documented success stories, set up expert blog. Set-up multi-vendor mini tradeshow & lecture series hosted in major US markets. Managed tradeshow.
- Managed search engine optimization firm, added expert's blogs, webinars, forum and vendor portals.
- Hired, trained, managed, wrote scripts for telemarketing team tasked with qualifying leads.

### **HEWLETT-PACKARD (formerly RLX Technologies), The Woodlands, TX**

**2/1999 – 11/2001**

#### **Director of Product Planning – Blade Server Start-Up**

Joined executives to shape business strategies, integration and drive management requirements. Launched 1<sup>st</sup> standards-based blade server with dynamic blade expansion, rackable chassis.

## ADDITIONAL EXPERIENCE

### **DELL, Austin, TX**

#### **Manager of Platforms and I/O Product Management – Server Product Division**

### **HEWLETT-PACKARD (formerly Compaq), Houston, TX**

#### **Server, Storage, and I/O Solutions – Senior Product Manager – Industry Standard Server Division**

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