

# Gary B. Genett

Seattle, WA • 206-391-6606 • me@garybgenett.net • garybgenett.net • linkedin.com/in/gary-b-genett

## TAGLINE:

LinkedIn: Strategic leader with 20+ years' success in change/project management, mergers/acquisitions & cloud/systems integration

ZipRecruiter: Strategic leader in change/project management, mergers/acquisitions & cloud/systems integration

## GOALS:

Move towards high-level organizational change management in the technology industry (mergers & acquisitions / market pivots / cloud migrations / etc.)

## SUMMARY:

Over the course of my 20+ year career, I have established a reputation as an accomplished leader who is skilled at steering organizational change, project management, and product ownership to cultivate growth and maximize profitability. Furthermore, I am adept at building and leading high-caliber teams to exceed targets and encouraging professional development at all levels. My expertise encompasses the full product and project management lifecycle, from scope definition and initial planning to final delivery, to ensure on-time, on-budget, and on-target results. Additionally, I possess experience in mergers and acquisitions, with technical proficiency in cloud architecture and automation.

A few highlights from my profile include:

- As a part of a \$40M integration program, pioneered a centralized documentation management system and ongoing maintenance processes aimed at helping Alaska Airlines become the first airline to succeed in pulling off FCC certification of full M&E system alignment post-merger with Virgin America
- Built an integral new cloud/orchestration team at F5 Networks, establishing and bringing to market a new vision for automation, integrating all existing technologies into a unified suite across 5 disparate teams with different knowledge domains, technology areas and development models
- Drove the successful milestone release of 5 innovative technologies and deep product rewrite at F5 Networks

[DATE]

[NAME]

[TITLE]

[COMPANY]

[ADDRESS]

[CITY, STATE ZIP]

Dear [NAME]: || Dear Director of Human Resources:

In my search for a new challenge where I can leverage my extensive organizational change and project management experience, I was pleased to find [COMPANY]'s opening for a [POSITION]. Eager to learn more about this exciting opportunity, I have enclosed my resume for your review.

– In my search for a new challenge where I can leverage my extensive product strategy and management experience, I was pleased to find [COMPANY]'s opening for a [POSITION]. Eager to learn more about this exciting opportunity, I have enclosed my resume for your review.

Throughout my career, I have established a reputation as a transformational leader who is driven by challenge, undeterred by obstacles, and committed to exceeding expectations. My expertise encompasses all aspects of the product management lifecycle, from ideation and scope definition through to the final delivery, according to stakeholder requirements. My ability to build cross-functional consensus to promote transparency and influence positive change has been repeatedly proven. Furthermore, I possess experience in mergers and acquisitions, with technical proficiency in cloud architecture and automation. My track record of success has been reinforced by establishing top-performing staff teams and encouraging professional growth at all levels. Through sound decision making and leadership, I have aided past employers, including Alaska Airlines, Enviro-Master, and F5 Networks in achieving short- and long-range goals. If given the opportunity, I will work tirelessly to deliver similar results for [COMPANY].

Over the course of my professional history, I have achieved the following career highlights:

- As a part of a \$40M integration program, pioneered a centralized documentation management system and ongoing maintenance processes aimed at helping Alaska Airlines become the first airline to succeed in pulling off FCC certification of full M&E system alignment post-merger with Virgin America
  - Strengthened controls and overall quality of outcomes by creating and implementing best practices to ensure smooth transition to cloud-based DevOps model at Alaska Airlines as part of a \$40M integration program to become the first airline to succeed in pulling off FCC certification of full M&E system alignment post-merger with Virgin America

- Strengthened controls and overall quality of outcomes by creating and implementing best practices to ensure smooth transition to cloud-based DevOps model and migration of legacy software applications and systems to newly developed platforms at Alaska Airlines as part of a \$40M integration program to become the first airline to succeed in pulling off FCC certification of full M&E system alignment post-merger with Virgin America
- Built an integral new cloud/orchestration team at F5 Networks, establishing and bringing to market a new vision for automation of products in the cloud, and integrating all existing technologies into a unified suite across 5 disparate engineering teams with different knowledge domains, technology areas and development models
  - Built an integral new cloud/orchestration team at F5 Networks, establishing and bringing to market a new vision for automation, integrating all existing technologies into a unified suite across 5 disparate teams with different knowledge domains, technology areas and development models
  - Consulted and guided customers in their migrations from on-site software solutions to SaaS cloud-based equivalents using our cloud/orchestration solutions at F5 Networks
- Drove the successful milestone release of 5 innovative technologies and deep product rewrite at F5 Networks
  - Steered the internal homegrown heuristics tool to pre-analyze customer diagnostic files for the F5 Networks support team through initial stages to customer-facing product
- Expanded the Microsoft GNS infrastructure to thousands of devices during the development of Azure public cloud, and initiated and directed the first 2 successful production deployments of F5's revolutionary chassis architecture in Xbox Live
  - Expanded the Microsoft GNS infrastructure to thousands of devices during the transition to Azure public cloud, and initiated and directed the first 2 successful production deployments of F5's revolutionary chassis architecture in Xbox Live
  - Delivered \$30M in revenue expanding the Microsoft GNS infrastructure to thousands of devices during the development of Azure public cloud, and initiated and directed the first 2 successful production deployments of F5's revolutionary chassis architecture in Xbox Live
  - Initiated and directed first 2 successful production deployments of revolutionary F5 Networks chassis architecture for Xbox Live
  - Pioneered detailed integration guide and training to aid 3rd party development for Microsoft as a F5 Networks technology leader

Over the course of my professional history, I have achieved the following acquisition highlights:

- I was the cross-functional business/technical point on 3 acquisitions at F5 Networks, running the full process from due diligence to completed integration, which in all cases required significant work on the culture and technology sides
  - Each was a start-up with very different and entrenched ways of operating the business, and in two cases were based internationally, which brought additional challenges
  - In all cases, we successfully integrated their technology offerings into the core suite, and also were able to get their buy-in to merge into our established operational practices
- At Alaska Airlines, I worked to help close the final gaps with the major acquisition/merger of/with Virgin Air, which included consolidation of datacenters, antiquation and/or migration of legacy applications, and a move from enterprise hosting in a waterfall environment to a cloud-based DevOps model
  - As part of this, I personally designed and implemented a documentation repository and ongoing management process, and also bootstrapped the future workflow with 4 initial templates/models, which was all accomplished in just under 6 months
- In my last position at F5 Networks, I was responsible for managing the output of 5 disparate development teams, based on market projections, customer interviews/feedback and internal stakeholder requirements, all of which I collected
  - I operated with 100% responsibility and 0% authority, which required advocacy and influence to get both stakeholder and developer support
- I have 10+ years of experience at F5, which grew from \$500M to \$2B during that time, working directly at the executive level to evangelize best-practices and support profitable decision-making

Over the course of my professional history, I have achieved the following sales highlights:

- Significantly grew customer adoption as primary engineering representative on Microsoft account team at F5 Networks, delivering \$30M in revenue and increasing customer device count by 300% and revenue by 400% with only 2 additional team members
- Through the development of strong professional relationships and high-quality support of the customer's environment, obtained an invitation to support the development of Azure public cloud and achieved a public MSNBC case study
- Directly sold and directed first 2 successful production deployments of revolutionary chassis architecture for Xbox Live

In me, [COMPANY] will gain a diligent, goal-oriented professional with the agility, dedication, and focus required to successfully fill the role of [POSITION]. As such, I would welcome the opportunity to meet in person and discuss this opening in detail.

Thank you for your consideration. I look forward to hearing from you.

Sincerely,

Gary B. Genett

Enclosed: Resume