

## SR. PRODUCT MANAGER

### Professional Experience

Horizontal San Mateo , CA Sr. Product Manager 06/2004 to Current

- Video and Network Based Recording Services WebEx leads the Web Conferencing Services market with 64% market share, providing a full suite of on-demand web meeting applications and software that increase productivity and decrease costs for thousands of companies of all sizes, worldwide. Personal product management responsibilities include definition of new video services and sustaining product management of existing video services, and driving WebEx Network Based Recording services development program to completion. Achievements:
- Redirected WebEx Multi-Point Video (MPV) service project and drove development to completion, successfully launching this new service in January 2005. Pinpointed and systematically resolved barriers to project success by working assertively across two large engineering organizations.
- Conceived and delivered video service product roadmap to meet the various requirements of each WebEx meeting service, from small group collaboration to large one-to-many events. Currently driving two major 'must do' initiatives, including exploring opportunities with outside partners to accelerate time-to-market.
- Defined metrics for video performance characteristics to establish baseline for 'continuous improvement'. Published bandwidth performance metrics and guidelines for customers concerned about network congestion and network performance impact of video services.
- Researched and defined a major new video services and webcasting initiative, the brainchild of WebEx cofounder and CTO, Min Zhu. Defined all aspects of this advanced live and on-demand webcasting service from production to delivery.
- Responsible for completing WebEx Network Based Recording (NBR) service project and successfully releasing to the market. Successfully identified barriers to project success and currently driving two separate projects and teams to complete production-level service monitoring tools, while assuring closure of all high priority bugs, with target release for NBR is August 2005.

Vmware, Inc. Ohio , IL Sr. Product Manager, Voice Communications 01/1997 to 01/2004

- Polycom develops, manufactures and markets a full range of high-quality, easy-to-use and affordable voice and video communication endpoints, video management software, web conferencing software, multi-network gateways, and multipoint conferencing and network access solutions. At the time of departure in 2004, Polycom was the leader in the Tabletop Conferencing Systems market with 93% market share, and remains the market leader today. Achievements:
- Grew SoundStation, SoundStation Premier from \$37M to \$54M per year
- Introduced SoundPoint Pro, VoiceStation, SoundStation VTX adding \$10M per year
- Grew Nortel and Avaya digital interface and OEM PSTN versions to \$18M per year
- Increased market share from 73% to 93% over three years while defending market position from very large brand name competitors, to low-cost "knock offs", and many competitors in between.
- Repositioned products for "sell up" strategy resulting in a 15% increase in high-end systems sales.
- Launched next generation Cisco IP Conference Station (Cisco 7935, 3100 units/quarter) adding \$9.4M in revenue in first year of sales.
- Achieved Division record high Gross Margins in Q4 2003 of 63.4% and Contribution Margin of 47.0%; champion of Designing for Cost, Design for Manufacture (DFM), and Profitability. Also responsible for first-ever voice endpoint integration with video endpoints via proprietary high-speed digital serial bus interface with a common user interface. Also headed a cross-divisional integration project to enable Polycom's Global Management System (GMS) software to support on-the-fly circuit switched to packet switched platform upgrades, delivering significant customer investment protection. Inbound Activities: New product development and management activities supporting Division's revenue objectives in coordination with cross-functional teams. Executed all aspects of product management for successful on-schedule product releases for SoundPoint Pro, VoiceStation, and SoundStation VTX 1000 voice product lines, while managing tradeoffs between product performance, costs, and time-to-market. Responsible for product management activities from concept testing to MRD development, through the product development process and into product launch preparation, and other product management functions through General Availability. Developed strategic product roadmap via competitive and industry analysis, market research, and direct interviews and informal research with many leading companies. Created, managed, and implemented beta testing programs for SoundPoint, SoundStation, VoiceStation, and SoundStation VTX 1000 product lines, including beta candidate recruitment, program documentation including collateral and questionnaire creation. Sustaining Product Management including comprehensive worldwide product management responsibilities for over a dozen products generating annual revenues of more than \$75M. Key driver of product platform migration and consolidation strategies, turning component end-of-life challenges into opportunities for increased component, and platform, economies of scale. Performed financial modeling and analysis for pricing, reseller discounts, margin, and product cannibalization analysis, using inputs from finance, sales, channel partners, and historical sales and market data. Drove timely closure of quality, support, and product design issues in the field in cooperation with representatives from Voice Division QA, technical support, and engineering teams. Worked directly with Polycom Channel Partners to explore future product ideas, features, and performed new and legacy product training, and streamlined quality, support, and sales and marketing issues. Outbound Activities: Drove product marketing activities for three brand-new product lines from pre-launch activities, through General Availability. Responsible for launch planning and execution including delivery of product collateral and launch materials for the Polycom Website, Online Resource Center, and the Online Store. Drove effective advertising and public relations campaigns working collaboratively with multiple firms while with Polycom, including Mobium Creative Group, RD/Fox, Publicis, and the Stephenz Group for advertising, and Phase2, Porter Novelli, and O'Keeffe & Company for public relations. Collaborated with internal and external resources to create collateral including retail product packaging, POP displays, product data sheets, and all user documentation. Divisional representative for trade shows, Polycom Global Partner Conference, Channel Partner Certification Training, and quarterly sales meetings, with spokesperson and product training responsibilities including design and delivery of product presentations and training modules and content. Direct relationship with Polycom's sales channels including distributors, dealers, Value Added Resellers (VARs), catalog, and retail channels, serving as key product liaison for the purpose of communicating the divisional quarterly marketing plan and promotions, and other activities.

Micrographic Technology Corporation City , STATE Product Manager 01/1993 to 01/1997 Managed IBM and Xerox laser printer data stream conversion and archiving software products including product development relationship with OEM software developer, Emtex Limited, in London England. Managed Windows-based Image Manager data and image processing software. Drove new product development activity through customer needs assessment, marketing specifications, customer research, architectural design, and engineering product and program reviews. Wyse Technology City , STATE Channel Marketing Representative 01/1992 to 01/1993 Managed channel partner communications, telemarketing programs, performed lead generation and performed customer market research in a 50% time internship for this major manufacturer of mainframe peripheral devices, display technologies, PCs, and servers.

#### Education

BS : Business Administration California State University San Jose BS, Business Administration, California State University San Jose Presentations

Divisional representative for trade shows, Polycom Global Partner Conference, Channel Partner Certification Training, and quarterly sales meetings, with spokesperson and product training responsibilities including design and delivery of product presentations and training modules and content

#### Skills

Product Manager, Increase, Market Share, Product Management, Product Roadmap, Marketing, New Product Development, Oem, Product Development, Transmissions, Continuous Improvement, Leads, Metrics, Market Research, Access, Advertising, And Marketing, And Sales, Avaya, Cisco, Dfm, Documentation, Finance, Financial Modeling, Gms, Integration, Integrator, Liaison, Marketing Collateral, Marketing Plan, Nortel, OfSales, Packaging, Point OfPurchase, Pop, Pre-launch, Premier, Pricing, Product Collateral, Product Design, Product Launch, Product Marketing, Pstn, Public Relations, Qa, Recruitment, Retail, Retail Marketing, Sales, Sales And, Sales Channels, Sales Meetings, Solutions, Technical Support, Testing, Testing Programs, Training, User Interface, Voice, Archiving, Image Processing, Laser, Laser Printer, Needs Assessment, Xerox, Channel Marketing, Lead Generation, Mainframe, Pcs, Telemarketing, San, Storage Area Network