



Profile

More than 15 years experience product management and design of web and mobile platforms, APIs, developer and consumer software. Ability to identify new product opportunities, reinvigorate product lines, set strategy consistent with brand promise, and champion a product internally and externally. Strong technical skills combined with business acumen applied to identify the opportunities and work with all the constituents to plan and prioritize.

Professional Highlights

Product Management

- Managed web developer products for Nokia covering 85% of the addressable developer market. Created first four generations of Nokia Web SDK with a team spread over three continents. These products were essential components of Nokia's industry-leading mobile developer offerings.
- Created eBay Blogs to enhance eBay's renowned community by driving significant natural search traffic through user-generated, persistent, rich content. Buyers and sellers used eBay Blogs to enhance their credibility, trustworthiness, and reputation while eBay enjoyed increased time on site and transaction volumes.
- Redesigned eBay's Product Description Pages to drive a \$1.8M annual increase in transaction activity and significant increases in page views via natural search.
- Managed all phases of the product life cycle on time and within budget for three consecutive releases of Adobe SVG Viewer, including market (MRD) and product requirement (PRD) documents and product integration with Adobe's authoring tools and servers including [Illustrator](#), [InDesign](#), [GoLive](#) and [Graphics Server](#).
- Developed a licensing and distribution strategy for [Adobe SVG Viewer](#), including third-party distribution with partners such as RealNetworks, establishing more than 166 million seats (38% market penetration) installed over approximately 14 months.
- Turned 300 support contracts with non-standard terms worth more than \$225M into three standard contracts to ensure Sun could meet the contractual obligations to its Java source licensees. Created royalty and support revenue forecasts.
- Led a cross-functional team to improve the *out-of-box* experience by simplifying the product installation, increasing customer satisfaction and converting more evaluations into purchases, and saving Microtec more than \$250,000 annually.
- Created the prototype and requirements for Microtec's first on-line documentation system, which increased usability and reduced the cost of documentation by 23%.
- Increased Microtec's support renewal revenue by 15% in one year.

Evangelism

- Represented Adobe at conferences such as Seybold, Builder.com, and FlashForward. Awarded the Adobe Customer Briefing Center's Quarterly Top Presenter and Speaker of the Year awards.
- Created an early adopter community to inspire developers by communicating Adobe strategy, delivering announcements, and gathering requirements to establish Adobe's product leadership.
- Managed staff of five to create and evolve a developer [network](#) including [demos](#), whitepapers, and authoring guides to educate and inspire SVG technology adoption.
- Served as Adobe's Marketing liaison to the World Wide Web Consortium ([W3C](#)) ensuring that Adobe's messages were congruent with the W3C.

Employment History

Apigee Principal Product Manager, Developer Tools

Lead cross-product initiatives like Single Sign-On to consolidate eight unique user stores and experiences. Created developer tools such as Console which enable a developer to make an API request in minutes by providing an overview of all the API's methods, parameters, default and required values, contextual help, and authentication. Consoles include a social component: allowing developers to share their API requests and responses with other developers and support engineers via facebook, twitter or in blogs. Applied agile principals to achieve monthly release cycles that allowed for rapid innovation and predictability. 2011 – 2012

Nokia Lead Product Manager, Web Tools

Managed Nokia's first set of developer web tools starting from a blank slate. The Nokia Web SDK included: Web SDK Simulator built with Qt WebKit; Nokia Designer, a prototyping tool; Nokia Web Runtime plug-in for Eclipse, WRT extension for Adobe Dreamweaver and WRT plugin for Microsoft Visual Studio. These tools enabled the full life cycle of mobile application development, from ideation to publishing. Challenges included aligning diverse requirements and roadmaps for every device and most services in Nokia's portfolio. Nokia was the first to ship a WebKit-based browser on mobile devices, beating Apple to market by two years. 2008–2011

Product Management Consultant

Product definition, requirements development and roadmaps. Recommended changes to product usability, accessibility, and development processes for Assist Guide Information Services and others. 2007–2008

Habeas Senior Product Manager

Conceived and launched new products that created a competitive advantage based on Adobe Flex, a Yahoo! Map mashup (patent pending). Developed a platform for a new advertising business. 2006–2007

eBay Senior Product Manager, Internet Marketing & Community

Launched new products, such as eBay Blogs and redesigned the Product Description pages, to enhance the eBay Community and maximize natural search traffic and decrease eBay's paid search expenditure. 2005–2006

Product Management Consultant

Consulted for a number of companies on a variety of product management and marketing areas including: [Adobe](#), [BEA](#), [enScaler](#), [Ideaburst](#), [Open Design Alliance](#), and [Software Mechanics](#). 2001–2005

Adobe Systems Senior Product Manager and Evangelist

Managed the Adobe SVG Viewer, a browser plug-in similar to Flash. As SVG Evangelist, influenced the Creative Suite–SVG authoring features and created a vibrant developer community. Scalable Vector Graphics (SVG) is an XML-based language for scriptable 2D vector graphics that enables data-driven graphics for web, mobile and print, and is now supported natively in all major web browsers. 1999–2001

Sun Microsystems Product Manager, Java Source Licensee Engineering

Managed an engineering services product and provided customer relations and advocacy by serving as the liaison among the engineering, legal, and sales organizations. 1997–1999

Microtec, A Mentor Graphics Company Project Manager, Marketing

Managed a compiler and IDE product, introduced new licensing programs, and served as Lead Auditor for ISO 9000 registration for Microtec's Integrated Development Environments (IDE) and a Real-Time OS. 1995–1997

Globetrotter Software, A Macrovision Corporation Training/Technical Support

Developed and delivered course materials, provided developer support, and produced and edited marketing materials, end-user and developer docs and for license-management products for enterprises. 1994–1995

Sun Microsystems, SunPro Developer Tools

Product Manager for compiler licensing, served as the FrameMaker Guru and developed tools and scripts for document development for Sun's AnswerBook documentation. 1990–1994

Education, Certifications, Publications & Awards

- Certified ScrumMaster, [cPrime](#) 2011
- Dean's List for Computer Forensics coursework/ Computer Science Program, College of San Mateo 2004
- U.S. Patent Pending 60/950,102 "Method and Apparatus For Visualizing and Optimizing Message Transfer in Reputation Networks," Bierman et al., July 16, 2007
- [Cagle, Kurt](#), foreword by [Bierman, Michael](#); [SVG Programming](#). Berkeley: [Apress](#), July 2002
- Bachelor of Arts; California State University, Northridge
- Mediation Certification, California Community Dispute Resolution
- Award for Excellence, Society for Technical Communication Style Guide 1994
- Adobe Customer Briefing Center's Quarterly Top Presenter and Speaker of the Year award 2000

Contact



Web Site



Call Michael