Michael Bierman

santa clara, california　•　www.thebiermans.net　•　resume (at) thebiermans.net　•　408 692 5229

Profile

More than 15 years of product management and design experience of **mobile and web products**, platforms, and APIs, with a focus on **eCommerce**, **developer and consumer applications**. Ability to identify new product opportunities, reinvigorate and grow product lines, set long-term strategy consistent with brand promise, and champion a product internally and externally. Strong technical skills combined with business acumen applied to identify the problems to be solved 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.

Employment History

@WalmartLabs Principal Product Manager, Mobile Services 2012 – Present

Walmart does eCommerce at incredible scale. Mobile Services enabled a dozen mobile applications across four platforms (Android, iPhone, iPad, and mWeb) and three properties (ASDA, Sam's Club, and Walmart). As the Product Manager for Mobile Services, I help create new APIs to orchestrate internal and 3rd party APIs which enable end-to-end mCommerce, including in-store and multi-channel features, which optimize for mobile clients by reducing number of calls and payload sizes, reducing client resources (battery, CPU, bandwidth, etc.), while keeping as much business logic out of the client code as possible. Projects include a Pharmacy make over, Checkout, payment and shipping enhancements, and holiday promotions. My team also has responsibility for Security, Operational Analytics, and Production Support.

Apigee Principal Product Manager, Developer Tools 2011 – 2012

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.

Nokia Lead Product Manager, Web Tools 2008–2011

Managed the WRT developer toolchain from a blank slate. The Nokia Web SDK, Web SDK Simulator; Nokia Designer, a rapid prototyping tool; Nokia Web Runtime plug-in for Eclipse, WRT extension for Adobe Dreamweaver and WRT plugin for Microsoft Visual Studio. These enabled the full life cycle of mobile application development, from concept and ideation to publishing. Challenges included aligning diverse and sometimes conflicting requirements and roadmaps for the many devices and services in Nokia's portfolio. An innovator in mobile web, Nokia was the first to ship a WebKit-based browser on mobile devices, beating Apple to market by two years.

Product Management Consultant 2007–2008

Worked with Silicon Valley startups providing Product definition, requirements development and roadmaps. Recommended changes to product usability, accessibility, and development processes for Assist Guide Information Services and other companies.

Habeas Senior Product Manager 2006–2007

Conceived and launched new products based on Adobe Flex, a Yahoo! Map mashup (patent pending). Developed a platform for a new line of business focused on advertising.

eBay Senior Product Manager, Internet Marketing & Community 2005–2006

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.

Product Management Consultant 2001–2005

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.

Adobe Systems Senior Product Manager and Evangelist 1999–2001

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. Represented Adobe at conferences such as Seybold, Builder.com, and FlashForward. Managed a staff to create and evolve a developer network including demos, whitepapers, and authoring guides to educate and inspire SVG technology adoption.

Scalable Vector Graphics (SVG) is the W3C's XML-based language for scriptable 2D vector graphics that enables data-driven graphics for web, mobile and print, and is now supported in all popular web browsers.

Additional Work Experience

Sun Microsystems Product Manager, Java Source Licensee Engineering   1997–1999
Microtec, A Mentor Graphics Company Project Manager, Marketing   1995–1997
Globetrotter Software, A Macrovision Corp Training/Technical Support 1994–1995
Sun Microsystems, SunPro Developer Tools   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