

MICHAEL CANGELOSE

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EDUCATION

University of California, Berkeley, Haas School of Business

May 2017

Master of Business Administration, Marketing

Product Marketing Management & Product Management

Built 'Slack' pilot program for Haas Tech Club. Elicited customer insights by conducting 1-1 interviews, surveys, and data metric analysis of current marketing attempts. Implementing unique Reddit Ask Me Anything (AMA) approach to increasing user adoption and engagement from students. Pilot success garnered professional invite from the Berkeley-Haas Program Office to join their 'New Technology' advisory committee.

Eats - Product Conceptualization

Developed Eats, a food preparation service modeled after Airbnb. Amateur chefs monetize their downtime to create dishes in your home. Minimum Viable Product (MVP) and Business Model Canvas (BMC) accepted into UC-Berkeley's Lean Launchpad Phase 2.

External education – Online coursework

Google/Udacity Product Management degree; Udemy SQL for Marketers certificate; Certified ScrumMaster (CSM)/Agile

University coursework

Marketing Research: Techniques for Data Collection; Marketing Analytics; Marketing Organization and Management

Texas A&M University, Dwight Look College of Engineering, College Station, TX

May 2006

Bachelor of Science, Electrical Engineering

EXPERIENCE

General Dynamics, Scottsdale, AZ

2006-2015

Proposal Manager (2012-2015)

Business Development

- Managed execution of five proposals awarding General Dynamics \$12.2MM in new business from U.S. Coast Guard. Defined partner roles/responsibilities and negotiated price/schedule with customer.
- Execution required influence without formal authority and cross-functional domain knowledge. ~14 engineers of varying age and technical & business background were members of proposal team. Successful execution involved providing vision for each proposal, gaining buy-in through clear objectives/direction, and evangelizing personal ownership of roles.
- Vendor Partnerships – Created relationships with subcontractors (IBM, CACI, Motorola, HP, Tripplite) and negotiated involvement in the 'prime' General Dynamics' proposals. Ensured that subcontractors could meet cost, objective, and technical requirements.
- Participated in senior strategy meetings, evaluated new business development opportunities within other federal departments that could leverage General Dynamics' existing work for the U.S. Coast Guard.

Control Account Manager (2009-2012)

Project Management

- Project Manager on Search & Rescue communications project for U.S. Coast Guard. Budget and scheduling responsibilities included \$5.1MM annual budget, 12 full-time and 10 part-time engineers. Monthly financial analysis required by senior management. Project Manager on technical development portion of the project.
- Analyze high-level customer objectives and distill these technical and operational objectives into smaller sub-objectives that engineering team can execute. Create requirement template for each customer objective.

Systems Engineer (2006-2009)

- Technical point-of-contact within Search & Rescue communications project. Expertise centers on networking, power generation, and global understanding of system infrastructure.
 - Authored System Trade Studies, analyzing and recommending new technical solutions for the project.
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ADDITIONAL

- Corporate Representative – Prostate On-site Project (POP) (prostate cancer awareness). Represented General Dynamics on POP Board, point-of-contact for sponsorship funding, and defined advertising strategy for greater Phoenix area.
- Board member – General Dynamics Volunteer Board. Identified new volunteer opportunities for the fiscal year, maintained voting responsibilities, and offered feedback on where to focus Volunteer Board's resources.
- Seasoned rock climber – 5.10a rated climber