RICK CLARK

CONTACT

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👤 He/Him

EDUCATION

Master of Science Mechanical Engineering
University of Florida

Bachelor of Science Mechanical Engineering
University of Florida

Minor in Business Administration
Minor in Sales Engineering

PROFICIENCIES

Data Analysis - *Tableau, Domo, Qlik, SQL, PowerBI*

CRM/Sales Platforms - *Salesforce, Dynamics 365*

Marketing Platforms - *Marketo, Eloqua, MailChimp*

Project Mgmt - *Azure DevOps, Jira, Zendesk, Asana, Basecamp*

Web/SEO - *Adobe Analytics, Conductor, Google Analytics*

Lifecycle Mgmt - *Oracle, SAP, PLM*

Languages & Environments - *Python, Linux, Docker, SQL, MATLAB, LabVIEW*

Creative - *Adobe CC, Figma, Tourial, Reprise*

STRENGTHS

- Product Development
- Cross-Functional Team Leadership
- Team Management
- Stakeholder Communication
- Metric Definition and Tracking
- Project Management
- Customer Insights
- Requirements Definition
- Vendor/Partner Management
- Enterprise Solutions
- Forecasting/Modeling
- Go-To-Market Execution

- Experienced product manager with a diverse SaaS and hardware background including product marketing and product growth
- Adept at understanding customer needs and driving the right solutions
- Strong bias toward action even when dealing with pervasive ambiguity
- Strategic product vision, balancing short-term and long-term roadmaps
- Cross-functional team leadership with effective stakeholder communication
- Spectrum of experience from highly matrixed organizations to startups

EXPERIENCE

Director of Product Management - Oak AI
July 2022 - Current

- Leading a team focused on user research and market definition, leveraging agile methodologies to drive scoped releases
- Developing business models and pricing strategies for Oak's flagship offerings
- Establishing product requirements and go-to-market strategies

Senior Product Marketing Manager - Keysight
March 2022 - June 2023

- Led the global marketing campaign for digital test solutions and AI-powered workflows
- Drove annual marketing goals through both global and regional programs
- Developed thought-leadership content on the role of AI, machine learning, and digital twins in the test & measurement application space

Senior Product Portfolio Manager - Crane Aerospace & Electronics
March 2020 - March 2022

- Executed product strategy for aviation- and military-grade power converters
- Triaged high-severity issues stemming from supply chain gaps and quality exceptions
- Sustained the sales force through competitive research and technical education
- Drove multiple product development process improvements

Senior Product Manager, Growth - Yokogawa
May 2019 - March 2020

- Owned the test & measurement portfolio P&L for North America
- Enabled channel partners through product training and joint marketing efforts
- Developed regional go-to-market plans supported by new content creation

Platform & Software Ecosystem Product Manager - National Instruments
September 2015 - May 2019

- Owned the financial performance, roadmap, and positioning of the NI's PXI platform completion portfolio
- Synthesized customer and seller feedback to drive and prioritize feature roadmaps
- Drove the entire product lifecycle from ideation to sunsetting
- Authored technical content including white papers, application notes, and videos

Team Leader, Applications Engineering - National Instruments
January 2014 - September 2015

- Led a team of eight application engineers focused on NI's high-precision portfolio
- Delivered quarterly and annual team member performance/workflow reviews
- Designed and delivered technical training at conferences and universities

Chief Product Owner - Sentinel Diagnostic Imaging
May 2012 - January 2014

- Designed and developed Oqulus, software designed to analyze retinal blood flow from images to uncover early signs of ocular and systemic diseases
- Led a team of three developers focused on the scalability of algorithms, portability of code, and visualization of results

PROJECTS

New Demo Platform Rollout - 2023

Tasked with developing a new strategy to increase touch points early in the buyer journey, I researched ways to bring a fast, easy methods for customers to experience and evaluate Keysight software directly from our existing product and solution pages. I engaged with Tourial, a provider of self-service demo design software, and ultimately identified their offering as a solution to our needs. I negotiated our licensing agreement, secured budget approval, arranged team training, and spearheaded an initial rollout of 5 demos with immediate results of 200 engagements and a 10% MQL generation rate.

Wireline Global Marketing Campaign - 2022/2023

I championed the product marketing strategy for the global marketing campaign team focused on the wireline application space including memory interfaces, computing protocols, and datacenter standards. In this role I defined and tracked the campaign's key metrics and deliverables, project-managed the creation of gap-addressing content, and teamed with integrated marketing and regional marketing to execute on the annual plan. Our team exceeded quarterly targets including MQLs, SQLs, new logos, and new contacts.

Manufacturing Load-Balancing - 2020/2021

To mitigate resource imbalances due to Covid-19, I managed the ramp-up of manufacturing capabilities at our US facility to allow more flexibility and load-balancing of order fulfillment. Due to the nature of the products, this required careful and thorough stakeholder communication: I engaged with key customers to ensure we meet contractual requirements; with finance to validate assumptions around labor and material costs; with quality engineering to ensure we comply with legal standards; and with manufacturing leadership to ensure we had the necessary equipment and expertise. We completed the ramp-up within three months which allowed us to significantly reduce our order backlog over the following months.

Automotive Motor/Drive Testing Campaign - 2019/2020

I owned the planning, development, and execution of a national campaign targeting the motor and drive analysis market. While defining the campaign, I collaborated with other regions to reuse successful content and messaging where possible, visited several customers in the target market to develop clear buyer personas, and architected a buyer's journey that required existing, updated, and new content. I personally developed several key pieces of content and also delegated the updates/creation to other team members. I then defined our campaign goals, executed on the campaign plan, and regularly met with stakeholders to track campaign goals.

Digital Test Solution Migration - 2018/2019

As the product manager for our digital test solutions, I owned the strategy for helping customers migrate from our previous-generation to our new, incompatible offering. By documenting customer workflows and collecting feedback, I targeted the most probable barriers to migration and the highest-impact pain points. To address these I partnered with third-party vendors to provide code-migration software, trained our sellers and customer success teams on the recommended migration paths, and developed customer-facing content that communicated clear migration instructions along with the key value propositions of our new solution.

High-Speed Data Streaming Solutions - 2018

I owned NI's data streaming solutions that allowed test data from high-bandwidth applications to be reliably captured and stored for later use. Since these products were a critical component in several application spaces, I regularly aligned with other product managers to understand their roadmap and the data streaming capabilities needed for their target use cases. Through tight collaboration with other PMs, I launched two sales-enabling products: a small-form-factor module targeted at high-bandwidth defense RF applications, and a rackmount solution for extended autonomous vehicle datalogging.

Thunderbolt Connectivity Solution - 2017/2018

I owned the ideation, definition, launch and marketing of the world's first Thunderbolt solution for controlling PXI systems. After identifying the market need, I developed, refined, and presented my business case through historic data analysis, feedback reviews, customer interviews, input from the salesforce, collaboration with development managers, and negotiation with other product managers. I collaborated and negotiated with the development team manager to finalize the product requirements, project costs, and timeline. During development, I triaged any issues would have an impact to requirements, timeline, or budget. Upon release, I launched the product with several promotions, exceeding our first-year forecast by 40%.