

		<h1>RICK CLARK</h1>
CONTACT	<div>  512-766-4887 </div> <div>  rick.clark.pm@gmail.com </div> <div>  Seattle, WA </div> <div>  linkedin.com/in/rick--clark </div> <div>  rick-clark213.com </div> <div>  He/Him </div>	<ul style="list-style-type: none"> <li>Experienced product manager with a diverse SaaS and hardware background including product marketing and product growth</li> <li>Adept at understanding customer needs and driving the right solutions</li> <li>Strong bias toward action even when dealing with pervasive ambiguity</li> <li>Strategic product vision, balancing short-term and long-term roadmaps</li> <li>Cross-functional team leadership with effective stakeholder communication</li> <li>Spectrum of experience from highly matrixed organizations to startups</li> </ul> <h2>EXPERIENCE</h2> <p><b>Director of Product Management - Oak AI</b> <i>July 2022 - Current</i></p> <ul style="list-style-type: none"> <li>Leading a team focused on user research and market definition, leveraging agile methodologies to drive scoped releases</li> <li>Developing business models and pricing strategies for Oak's flagship offerings</li> <li>Establishing product requirements and go-to-market strategies</li> </ul> <p><b>Senior Product Marketing Manager - Keysight</b> <i>March 2022 - June 2023</i></p> <ul style="list-style-type: none"> <li>Led the global marketing campaign for digital test solutions and AI-powered workflows</li> <li>Drove annual marketing goals through both global and regional programs</li> <li>Developed thought-leadership content on the role of AI, machine learning, and digital twins in the test &amp; measurement application space</li> </ul> <p><b>Senior Product Portfolio Manager - Crane Aerospace &amp; Electronics</b> <i>March 2020 - March 2022</i></p> <ul style="list-style-type: none"> <li>Executed product strategy for aviation- and military-grade power converters</li> <li>Triaged high-severity issues stemming from supply chain gaps and quality exceptions</li> <li>Sustained the sales force through competitive research and technical education</li> <li>Drove multiple product development process improvements</li> </ul> <p><b>Senior Product Manager, Growth - Yokogawa</b> <i>May 2019 - March 2020</i></p> <ul style="list-style-type: none"> <li>Owned the test &amp; measurement portfolio P&amp;L for North America</li> <li>Enabled channel partners through product training and joint marketing efforts</li> <li>Developed regional go-to-market plans supported by new content creation</li> </ul> <p><b>Platform &amp; Software Ecosystem Product Manager - National Instruments</b> <i>September 2015 - May 2019</i></p> <ul style="list-style-type: none"> <li>Owned the financial performance, roadmap, and positioning of the NI's PXI platform completion portfolio</li> <li>Synthesized customer and seller feedback to drive and prioritize feature roadmaps</li> <li>Drove the entire product lifecycle from ideation to sunseting</li> <li>Authored technical content including white papers, application notes, and videos</li> </ul> <p><b>Team Leader, Applications Engineering - National Instruments</b> <i>January 2014 - September 2015</i></p> <ul style="list-style-type: none"> <li>Led a team of eight application engineers focused on NI's high-precision portfolio</li> <li>Delivered quarterly and annual team member performance/workflow reviews</li> <li>Designed and delivered technical training at conferences and universities</li> </ul> <p><b>Chief Product Owner - Sentinel Diagnostic Imaging</b> <i>May 2012 - January 2014</i></p> <ul style="list-style-type: none"> <li>Designed and developed Oqulus, software designed to analyze retinal blood flow from images to uncover early signs of ocular and systemic diseases</li> <li>Led a team of three developers focused on the scalability of algorithms, portability of code, and visualization of results</li> </ul>
EDUCATION	<p><b>Master of Science Mechanical Engineering</b> University of Florida</p> <p><b>Bachelor of Science Mechanical Engineering</b> University of Florida</p> <p><i>Minor in Business Administration</i> <i>Minor in Sales Engineering</i></p>	
PROFICIENCIES	<p><b>Data Analysis</b> - Tableau, Domo, Qlik, SQL, PowerBI</p> <p><b>CRM/Sales Platforms</b> - Salesforce, Dynamics 365</p> <p><b>Marketing Platforms</b> - Marketo, Eloqua, MailChimp</p> <p><b>Project Mgmt</b> - Azure DevOps, Jira, Zendesk, Asana, Basecamp</p> <p><b>Web/SEO</b> - Adobe Analytics, Conductor, Google Analytics</p> <p><b>Lifecycle Mgmt</b> - Oracle, SAP, PLM</p> <p><b>Languages &amp; Environments</b> - Python, Linux, Docker, SQL, MATLAB, LabVIEW</p> <p><b>Creative</b> - Adobe CC, Figma, Tourial, Reprise</p>	
STRENGTHS	<ul style="list-style-type: none"> <li>Product Development</li> <li>Cross-Functional Team Leadership</li> <li>Team Management</li> <li>Stakeholder Communication</li> <li>Metric Definition and Tracking</li> <li>Project Management</li> <li>Customer Insights</li> <li>Requirements Definition</li> <li>Vendor/Partner Management</li> <li>Enterprise Solutions</li> <li>Forecasting/Modeling</li> <li>Go-To-Market Execution</li> </ul>	

# 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%.