

XXXXXX XXXXXXX, Phd

CITY/STATE | PHONE | EMAIL | LINKEDIN URL

**STARTUP FOUNDER, CONSULTING & COACHING | XXXXXX XXXXXXXX INSTITUTE | XXXXXXXX
XXXXXXXXX SCIENTIFIC | XXXX XXXXXXXXX | XXXXXXXX**

Accomplished professional with a verifiable track record of increasing revenue, profits and market share with conceptual, analytical and creativity skills. Practiced at conceiving and executing go-to-market plans. Led, launched and managed 15 products in 4 industries. Comfortable steering big stake-based challenges with cross-functional teams. Accountable, team-player, strategic, engaging, efficient, authentic, positive and fun professional.

CORE COMPETENCIES:

- Product Management and Marketing
- Global Channel Management
- OEM Partner/Channel Building, Enablement
- Software: Enterprise, SAAS, Mobile
- Geomatics (GIS); Medical Imaging; Clean tech
- PMBOK, PRODBOK, Pragmatic Marketing
- Lean Startup; AARRR, other SAAS Metrics
- Action, Repertory Grid, Ethnographic Research
- Agile Development, Kanban, Kano Analysis
- Strategic Planning, Strategic Alliances
- Coaching Theories, Models/Methods
- High Performance Team Leadership

PROFESSIONAL EXPERIENCE:

Startup Founder, Consulting and Coaching, Faculty

2009 - Present

XXXXXXXX™ (2013-present) Co-founder responsible for the leadership and management of the startup, people and resources. Performs business strategy, product market fit, equity investment relationships.

- Secured subscription intent with Ford Canada Dealer Performance Group.
- Established top-tier advisors and mentors including Chuck Templeton, founder of OpenTable™.

XXXXXXXX.net (2013) Enterprise SaaS Infrastructure Management System. Provided business strategy, alliance, and product marketing consulting resulting in a new target towards upstream oil & gas applications.

- Developed new SAAS pricing model; increased qualified leads 400% including a \$1M+ opportunity.
- Facilitated negotiations with a litigious client resulting in both entities reaching desired initiatives.

Xxxxx xxxxxxxxxxxxxxxx xxxxxx Institute, Banff, AB Canada

2013 - Present

Faculty, strategic coach for two programs: Leading Strategically and Leading Teams for High Performance.

- Earned highest approval rating of any strategic coach at the Institute.
- Consistently ranked in the 96th percentile of performance and satisfaction by participants.

Xxxxxxxxx xxxxxxxxxxxxxxxx, xxxxxx (The Global Leader in Cloud/Mobile Medical Imaging)

2009 - 2012

Strategic Planning, Executive Coaching and Product Delivery consulting, reporting to the President

Co-developed business strategy, led product marketing, project management, resulting in the world's first FDA/CE mobile imaging platform, earning innovation awards from PwC & Frost & Sullivan, increasing stock price 60%.

- Led performance improvement project resulting in 31% increase (targeted); 13% increase (non-targeted).
- Originated 12-week exec staff coaching programs; greater retention, morale; 45%, productivity; 20%.
- Managed and mentored team who launched a global product line across 11 languages; 12 patents, 69 pending.

VP Products, Marketing and Business Development, reporting to President and CEO

2005 - 2007

Hired and directed a team of 7 to establish all rapidly evolving aspects of product management, corporate marketing and business development structure, teams and process, from concept through growth stage of this startup.

- Directed strategy and launch of ResolutionMD; 1200% increase in stock price over 3 years.
- Realized main stage presence at Apple developer conference (2 years); increased sales 500%.
- Designed and led interdepartmental whole product lifecycle encompassing 9 releases over 5 products.

Xxxxx xxxxxxxx xxxxxxxxxx, San Francisco (Off-Grid Mobile Energy Solutions) 2007 - 2009

VP Products and Strategy, reporting to President and CEO

Responsible for establishing product-market fit, launching and creating a repeatable revenue growth strategy of industrial mobile solar power plant to accelerate investment readiness through \$3M+ investment funds.

- Created and delivered investor pitches with the COO closing bridge loans exceeding \$1M.
- Directed strategy, launch, sales to secure distribution through NBC/Universal, Preferred Pump, and CRESCO.
- Closed first distributor increasing sales 10-fold and resulting in a merger with a clean-tech investment fund.

Xxxxxx xxxxxxxxxx xxxxxx(Team and Individual Leadership Development) 2002 - 2004

Founder

Founded company to deliver specialized programs; launch teams and projects, lead change, leadership, conflict management, productivity; 100% client satisfaction rates (GE Energy, doctors/lawyers/publicists, military officer).

Xxxxxxxx xxxxx, xxx., Sausalito (SaaS-Based Digital Audio Content Management) 2000 - 2001

VP Product Marketing reporting to the President and CEO

- Led strategy and launch of AudioBase EPIC; adopted by The Gap online and Charles Schwab online.

Xxxxxxxx xxxxx, xxx (Design, Engineering, Infrastructure and Entertainment Software) 1985 - 2000

Senior Product Management, Senior Product Marketing, Int'l Sales and Global 3rd Party Developer Manager

Responsible for 3rd party developer program, international sales, enterprise mapping and GIS platforms, resulting in the world's most robust scientific and technical developer network driving a \$200M market, and the world's most popular digital map making software, ultimately generating over 10% of the company's revenue.

- Built and managed the industry's first scientific developer and alliance ecosystem supporting 200+ partners.
- Increased sales 200%+ (over 2 years) from \$1M to \$10M as Canada country manager.
- Pioneered the market's first web-based intelligent map platform and Autodesk's first SAAS product.
- Met deadlines and budgets while launching and sustaining 3 product lines and 15 releases.
- Exceeded the 'VP Finance Challenge' delivering the company's most successful high impact product launch.

EDUCATION & TRAINING:

Post-Graduate Certificate, Neuroscience of Leadership, xxxxx xxxxxxxxxxxx, UK

Bachelor's Int'l Economics/BA French University of California, Berkeley

Diplome Science, Economique Universite Aix-Marseille, France

Post-Graduate Certificate of Authentic Leadership, Peter Lougheed Leadership Institute, Alberta, Canada

Post-Graduate Certificate of Evidence-based Coaching, Fielding Graduate University, Santa Barbara, CA

ASTD Certified Trainer, Adult Learning Theory, Leadership Development

PROFESSIONAL ORGANIZATIONS:

Member, Association of International Product Marketing and Management Professionals

International Coaching Federation (ACC) accredited Coach

Neuroleadership Institute, Banff Leadership Lab, Public Speaking, Dale Carnegie

American Field Service (AFS) Salvador, Brazil

LANGUAGES

Fluent In French,

Conversant In Spanish; Significant Exposure to German, Italian, Nepali, Bahasa Indonesia, and Thai