

# XXXXXX XXXXXXX, Phd

CITY/STATE | PHONE | EMAIL | LINKEDIN URL

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

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 xxxxx(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).

**Xxxxxxxxx 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.

**Xxxxxxxxx xxxxx, xxx (Design, Engineering, Infrastructure and Entertainment Software) 1985 - 2000**  
**Senior Product Management, Senior Product Marketing, Int'l Sales and Global 3<sup>rd</sup> Party Developer Manager**

Responsible for 3<sup>rd</sup> 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