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## Chief Architect – Product Development Leader

*Creating Great Products and Leading Great Teams.*

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- Versatile product development leader with broad experience in data-driven software and big-data systems.
- Known for innovative solutions and strategies; a hands-on leader who overcomes barriers and achieves results.
- Skilled communicator and writer, known for strategic thinking and solution conceptualization.

### Highlights of Expertise

Product Development  
Cross-Functional Leadership

Data Architecture Framework  
Product Prototyping

Technical Writing  
Cloud Data Systems

### Career Experience

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#### Innomark Consulting, Mill Valley, CA

##### **PRINCIPAL CONSULTANT** (June 2020 to Present)

Consulting to marketing data companies serving the retail, restaurant, and other industries.

- Reengineering data systems to support a rapidly expanding service business
- Developing new data resources to better track and manage new services
- Analysis of large-scale data feeds from partners to identify new opportunities
- Aggressive data hygiene and improved data quality systems

#### **Claritas**, San Francisco, CA

##### **SENIOR ARCHITECT** (2019 to 2020)

- Integrated legacy AcquireWeb products and systems after merger
- Eliminated production delays in new Data Science product, focusing on milestones, specifying user-targeted elements, and expanding testing strategy for quick delivery and productization.
- Investigated opportunities for new products based on data streams from potential partners

#### **AcquireWeb**, Foster City, CA. *(Merged with Claritas in Jan 2019)*

##### **CHIEF ARCHITECT / GENERAL MANAGER** (2008 to 2019)

Managed operations for a growing marketing data and services company. Developed internal systems and resources. Later led development of dozens of software and data products with development partners.

- Accelerated development of web application and cloud-based data system for new client, completing initial testing across **15** locations in **1** month with current expansion across **1000+** sites.

*Continued...*

- Expanded core product offerings, architecting designs, authored internal and external documentation, developed POC prototypes, and scaled programs from SQL-based data lake to Spark in AWS cloud.
- Rapidly delivered **3** products with development partners clients driving increased revenues.

### **Lex Software, Menlo Park, CA**

*Boutique consulting firm comprised of senior-level software designers and experienced architects, specializing in analytic systems based on Microsoft and Hyperion platforms.*

#### **VICE PRESIDENT, PRODUCT MANAGEMENT (2003 to 2007)**

Designed and built custom data-driven applications for multiple enterprise customers across pharmaceutical, medical, public and other sectors. Consulted commercial software companies on product design practices.

- Pioneered **new web application** disrupting markets to help offer low or no-cost medicine to those in need, leading development and evangelizing app at industry shows and to government officials.
- **Designed and documented API** used by thousands of pharmacists nationwide, added to product to medical clinics, and other patient-centered groups with successful on-going **14-year** deployment.
- Improved inventory management for popular clothing brand, consulting with CIO on **re-engineering data systems** and enhancing integrity of inventory data streaming real-time into **3** high-traffic websites.

### **Hyperion Solutions, Foster City, CA & Sunnyvale, CA**

*Enterprise software company developing Business Intelligence tools, business applications, Essbase OLAP server, developers' tools, and related products. (Purchased by Oracle 2007)*

#### **SENIOR LEAD SOFTWARE ARCHITECT (1999 to 2003)**

Oversaw end-to-end project management for **eCRM division**; created prototype builds for applications.

- Engaging with Board of Directors to develop eCommerce and on-line-based products; assigned to direct newly created product development team of high caliber talent.
- Maximized productivity, moving team offsite to intensify development and infused Agile best practices into workstreams, fast-tracking development of new Website Analytics system in 6 months.
- Produced **6** BI product releases in **<1** year, integrating them with partner firms Siebel and Peoplesoft.
- Generated recurring annual revenues from licensing fees by taking team of engineers on-site, re-engineering eCRM product around customer's legacy data system in **<2** weeks.

### **ADDITIONAL EXPERIENCE**

#### **VICE PRESIDENT, SOFTWARE DEVELOPMENT ■ Lex Software, Menlo Park, CA (1993-1999)**

- Custom data applications for enterprise clients, & product concepts and prototypes for BI software.
- Authored API documentation and training programs for Arbor Software and Microsoft
- Key clients: Microsoft, Arbor Software, Hyperion Solutions, Peoplesoft, Read/Write

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**VICE PRESIDENT, MARKETING** ■ Glendinning Associates, Menlo Park, CA (1989-1993)

- Prominent management consulting firm opens West Coast office to develop new sales and marketing applications.
- Responsible for UI design, prototyping and client interface.

**DIRECTOR (Beverage Products)** ■ Dole Foods, San Francisco, CA (1984 – 1989)

- Directed development and successful launch of multiple new beverage products (fruit juices)
- Led Product Managers as direct reports and Sales, Operations, Logistics and Finance team members through “matrix” structure
- Group responsible for approx. 40% of corporate profit

**SR ACCOUNT EXECUTIVE** ■ Allan & Dorward Advertising, San Francisco, CA, Teb Bates & Co, NY (1979-1983)

- Clients: Dole Foods, General Foods-Maxwell House Div., & J&J Baby Products

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## Education & Skills

Princeton University, Princeton, NJ

**BACHELOR OF SCIENCE IN ENGINEERING (BSE)** – *Civil Engineering*

**Technical Proficiencies:** Data Warehouses, OLAP Data Systems, Graph Data Structures, SQL Databases, Spark, Databricks, EC2, C#, Python, Javascript, Web Applications, AWS Platform, Cloud Security, Email Deliverability, API Development

**Writing and Documentation:** White papers and case studies, application documentation, API docs, product definitions, strategy documents, user stories, code documentation.

Can read and document: SQL, Java, C++, C#, Python, Scala, HTML, JSON, APIs (RPC and REST)

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## Interests and Activities

**ROWING:**

- Regular rower on SF Bay, in local regattas and long-distance endurance rows
- Former lead rowing trainer, Boat Captain and board member at SF's 144 year old Dolphin Club
- Responsible for communications at the Dolphin Club.

**BICYCLING**

- Road and gravel biking in bay area, regular participant in century rides and other charity rides

**SAILBOAT RACING (Race Management)**

- Certified race official & course marshall for regattas on SF Bay, including national and world championships
- Chairman of the Communications Sub-Committee for the Exec Race Committee at the St Francis Yacht Club

**CHORAL SINGING**

- Bass/Baritone singing and performing in two local choral groups