

## ***Experienced Technical Project and Product Manager***

I am pursuing further experience in the high-technology and software industries to leverage my technical product management, project management, communication, and consulting skills in interactive and collaborative environments. My key accomplishments include:

- ✓ Proven product-management track record
- ✓ Outstanding writing and presentation abilities
- ✓ Adept project management abilities, including attention to detail and follow-up skills
- ✓ Skilled at multiple-stakeholder value creation, notably in cross-functional teams
- ✓ Inventive problem-solving skills
- ✓ Strong leadership, team management, and inter-personal skills

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### **EXPERIENCE**

**Parametric Technology Corporation (PTC), Needham, MA**  
Product Manager, Mathcad

2007 – present

» Analyzing market composition and market needs; translating customer feedback into clearly defined feature requirements; defining and communicate product roadmap and strategy to internal and external customers

- Managing a ~\$5M re-write of the Mathcad user-interface; engaging development, definition, and quality assurance staff of Mathcad (locally-based and off-shored) via Agile-development methodology; and validating market priorities for new initiatives and capabilities
- Analyzing product shortcomings in comparison to competition; participating in creation of usability labs; distilling requirements into feature- and function-specifications for delivery to product development and development staff, resulting in shaping and defining of features, as well as use-case creation
- Clarifying and defining requirements via leading physical and virtual technical committee and customer community meetings with power-users; customers have reported increased satisfaction due to direct contact with product management staff
- Supporting marketing groups via contributions to whitepapers and other outbound marketing materials; assisting sales organizations via delivery of demonstrations, roadmap and overview; and promoting awareness of product at tradeshows
- Led competitive software evaluation effort; spearheading completion of typical engineering problems in competitor software packages to show 'real world' issues; resulted in first refresh of competitive materials in nearly three years
- Executed a product retirement, including due diligence, customer interviews, financial evaluation, and expected customer reactions; led execution efforts and led internal and external communications

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**Vanasse Hangen Brustlin, Inc. (VHB), Watertown, MA**

2000 – 2007

Senior Project Engineer – Land Development and Transportation Systems Practices

» Provided consulting services for public, private, and institutional clients on projects related to the transportation environment

- Co-led implementation of digital data-collection effort for field transportation data – compared/contrasted solutions, led technical discussions, gathered and translated feature requirements, led discussions with senior decision-making personnel; and presented solution to entire senior Transportation practice leaders; resulted in having the 'right solution' to bid on a six-figure project
- Product-managed internal ArcIMS site that married start-up digital data source with robust data source; planned/defined system requirements; led beta-test, internal launch, and taught instructional class; resulted in geographical archiving of traffic count data, making it easier to locate and use historical traffic data
- Conceptualized, launched, and solely maintained VHB's Traffic website; as of June 2007, had over 23,000 recorded hits; is currently regarded as *the* principal internal location for all traffic-related documents, standards, and software downloads
- Designed and maintained two in-house team sites (via SharePoint); planned, defined, and designed document-sharing website for primary vendor using Worksite MP, including creating and hosting an in-house staff tutorial; as a champion for tool use, encouraged and enabled all content practitioners to upload content and share knowledge

- Served as point person in transportation groups for development and implementation of software solutions to facilitate business processes, including post-processing data for reporting purposes (one such solution reduced analysis summary and preparation by an estimated factor of six times)
- Led and collaborated with cross-functional design teams (both internally and externally) to create conceptual design alternatives for clients and ensure design feasibility
- Coordinated with senior managers, estimated workflows, and delegated work to junior staff; created and delivered persuasive content for public meetings
- Attended and delivered public presentation meetings on behalf of and in support of client and project, often to disapproving public agencies and public citizens (on one project, assisted with more than 20 meetings over two years; on another project, solely led more than four widely-attended public transportation presentations in 10 months)
- Created comprehensive workflow plans on limited budgets and directed as well as completed deep-level evaluations and analyses
- Authored budgets and contracts (from less than \$5k to more than \$100k)

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**Maryland State Highway Administration (SHA)**, Baltimore, MD  
Project Engineer (multiple divisions)

1997 – 2000

» Enrolled in Graduate Engineer Training Program, a rotational assignment program that offered compressed engagements in several offices for short periods

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## EDUCATION

**F.W. Olin Graduate School of Business at Babson College**, Wellesley, MA

September 2006 to May 2009

Candidate for Master in Business Administration, May 2009 (3.71 GPA, as of September 2008)

Enrolled in *Managing Technology-Intensive Enterprises* (MTIE) track that caters to professionals in information technology, telecommunications, biotechnology, and content businesses, with three core courses including Managing Technological Innovations, Marketing High-Tech Products, and a semester-long open-discussion seminar on MTIE-related topics

### *Noteworthy Course & Project Work*

- *Technology Entrepreneurship* – brainstormed and performed due diligence on new mobile device and automobile technology to serve unmet market demand; presented summary of whitepaper, including value proposition and value chain review, summary market size review, and preliminary revenue model
- *Extended Enterprise Management* – performed broad and deep analysis of recorded music industry, through lens of Warner Music Group; reviewed industry and current business model; discussed change in the command/emergent interface; completed detailed quality function deployment matrix; created five actionable recommendations
- *Social Networking in Virtual Worlds* – via an experiential learning class conducted almost entirely within *Second Life* (SL), selected and evaluated viability of a social networking business opportunity within the confines of SL; delivered final audio/visual presentation to class *inside* SL

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**Worcester Polytechnic Institute**, Worcester, MA

May 1997

Bachelor of Science

Major: Civil and Environmental Engineering

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## REGISTRATIONS, AFFILIATIONS, & AWARDS

Product Management Excellence Award (PTC, Q1 2009)

Registered Professional Engineer, Commonwealth of Massachusetts

Member, Institute of Transportation Engineers (ITE), New England Section

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## SOFTWARE

*Mathcad*; Adobe Photoshop; SharePoint; Worksite MP

Transportation-related: *TransCAD*; *Synchro and SimTraffic*; HCS; Petra; TraxPro

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## INTERESTS

social networking and social media, emerging technologies, knowledge management, user-interface design, product testing, consumer advocacy, Geographical Information Systems (GIS) applications, computers