CAROL BARNES

+406-63-2098764 ▪ From the U.S. 274-555-5555 ▪ carol.barnes@gmail.com ▪ www.linkedin/in/carolbarnes
Current residence in Dublin, Ireland ▪ U.S. Citizen seeking return to the U.S.

PRODUCT DEVELOPMENT/TECHNOLOGY EXECUTIVE
Network & IT Infrastructure, Telecom, Internet & Software Industries

Steering product development organizations to <u>increased competitive advantage</u> and <u>vigorous sales, profits, and shareholder gains</u> by leveraging <u>innovation</u> and maximizing <u>quality</u> and <u>performance</u>.

VISION & FOCUS ▪ TEAM LEADERSHIP ▪ EFFICIENCY & PERFORMANCE ▪ QUALITY IMPROVEMENT

More than 18 years of leadership propelling world-class high-technology product development initiatives. Empower teams to deliver innovative, high quality, properly built products to market efficiently, closing competitive gaps, cementing a competitive edge in the market, and bolstering bottom-line financial results. Key areas of qualification:

☑ Product Conception, Research & Definition	☑ Team Leadership/Team Restructuring/Hiring
☑ Product Strategy & Roadmap	☑ System Architecture, Design & Implementation
☑ Product Development Lifecycle/Project Management	☑ R&D/Engineering Methodologies/Process Improvement
☑ Quality Improvement/QA Best Practices	☑ Change Leadership & Performance Improvement

DIRECT CONTRIBUTOR TO:
⬆ $22 million higher product revenue ⬆ 44% higher new product sales ⬆ 760% higher stock prices ⬆

EXPERIENCE HIGHLIGHTS

Cloudex - Dublin, Ireland .... **2004 – Present**
Integrated application delivery and application security solutions for cloud data centers.

> **SNAPSHOT:** Propelled dramatically increased competitiveness and innovation during a period of major corporate reorganization and within a constantly changing and very competitive landscape.

VICE PRESIDENT OF FUTURE TECHNOLOGIES (2010—Present)
Following major company reorganization and shift in business strategy, assumed high-level strategic and technical leadership role championing a variety of business-critical projects, including proposing and managing new initiatives, spearheading high-level design and architecture, leading due diligence of technology acquisitions, writing and reviewing patents, and guiding R&D through development of complex projects.

SELECTED ACCOMPLISHMENTS:

▸ **Paved the way to transform CEO's vision into reality**, conceiving, proposing, defining and designing a joint product OEM solution with SAP that is currently being released and is projected to produce a huge, positive sales impact while enhancing company's relationship with SAP far beyond all expectations.

▸ **Beat out large, entrenched competition to win a strategic €2 million deal** with Europe's largest telecom company; led underdog team to deliver winning presentation and proof of concept, earning what was a landmark new customer win and creating significant new business opportunities.
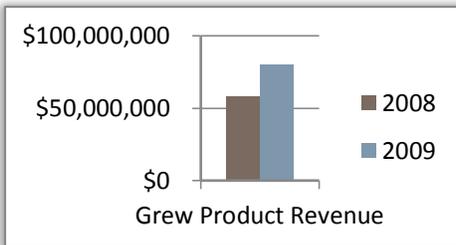
DIRECTOR OF ENGINEERING, APPLICATION DELIVERY PRODUCTS (2008 – 2010)
Took charge of the Application Delivery group comprised of 60 people. Faced immense product development and quality challenges that were key contributors to plummeting stock and company losses reaching $30 million annually.

> **SNAPSHOT:** Executed massive turnaround; changed the culture of the organization to emphasize performance and quality and led next-generation, flagship product to stunning commercial and competitive success.

SELECTED ACCOMPLISHMENTS:

▸ **Shattered all expectations with release of next-generation**, flagship Application Delivery Controller product in 5 months, with additional significant versions released in next 4 successive 5 month periods, all improving functionality, performance, and stability, closing gaps, and achieving competitive advantage. Played significant role in:
- **760% rise in company stock** from $5 to more than $43 at peak.
- **38% increase in annual product revenue**, from $58 million to $80 million within 12 months of launch.

▸ **Improved product quality and version development efficiency**, increasing QA coverage using just a small fraction of time and resources by implementing extensive QA automation infrastructure, environment, and methodology.

Raised Stock Prices

| | 2008 | 2009 |

Grew Product Revenue

▸ **Restructured existing team to better leverage available talent** and personally led large, aggressive recruiting effort that replaced 25% of the team with A-list players. Continued to provide hands-on leadership for all major designs and projects until team aligned with targeted standards.

▸ **Transformed application delivery organization**, building highly professional engineering teams and environment that serve to this day as the heart of the company's application delivery efforts. Turned around team efficiency and morale, corrected quality and design issues to close competitive gaps.

▸ **Created and cultivated a winning culture** in which projects were managed using an ultra-focused, driven, realistically aggressive, high-energy methodology and style. Inspired and motivated the team, building a true meritocracy in which those who excelled were rewarded with higher pay, stock options, and job titles.

DIRECTOR OF ENGINEERING, CTO DEPARTMENT (2006 – 2008)
Took charge in the face of languishing and ineffective product development efforts, pursuing and winning support of CTO and CEO to build a new team of exceptionally talented, highly driven engineers to focus on key product development initiatives. Recruited and led team of 20+ development and QA engineers.

SELECTED ACCOMPLISHMENTS:

▸ **Spearheaded pioneering, industry-first research, definition, design, and delivery** of a fully SIP-aware Application Delivery Controller product providing reliability, scalability, and interoperability needed to ensure large-scale, carrier-grade deployments.

▸ **Received widespread critical acclaim, including more than 12 awards**, with product since deployed in the core of numerous carrier and service provider networks. Won OEM agreement for product to serve as an ADC for an industry-leading SBC.

▸ **Provided Cloudex with significant edge over their largest competitor** and also created unique strategic value through development of a carrier product that opened the door to sales of other products.

> **SNAPSHOT:** Had a profound effect on the overall vitality and course of the company as the mastermind behind development of new application delivery product architecture to serve the company's next-generation products—an architecture that ultimately functioned as a cornerstone for company turnaround.

R&D/ENGINEERING MANAGER (2004 – 2006)
Recruited by former boss (founder of Toolware) to leverage exceptional technical qualifications and ability to lead teams and system architecture through the entire lifecycle of complex, multifaceted projects. Orchestrated team in analysis, design, and development of a new and unique cross-product Application Performance Monitoring System while introducing and developing new object-oriented development (OOD) and testing methodologies and environments

Donnelly – Dublin, Ireland: SENIOR SOFTWARE ENGINEER   **2001 – 2003**
Invited by one of the company's founders, a former boss at Rutgers, to join a team of elite, top-talent software engineers working on company's flagship product that has since evolved into a software-as-a-service (SaaS) solution that has become the industry standard for publishing rich product information to retailer web sites. Spearheaded definition, design, and development of a multitude of modules and features of the company's distributed web integration server.

Toolware – Cork, Ireland: CHIEF ARCHITECT   **2000 – 2001**
Attracted to a then-ambitious and cutting-edge business idea, joined this start-up internet firm at the height of the dot.com boom. Led company's distributed, java-based, server development team and drove forward collaborative, web-centric, client-server eCRM system from vision to release, directing efforts related to overall system architecture and top level design.

Rutgers Communication Systems– Galway, Ireland: LEAD ARCHITECT/DEVELOPMENT TEAM LEADER   **1996 – 2000**
Promoted several times in rapid succession, quickly ascending into leadership roles within first year. Led architecture and main development group of a novel PC-based PBX system, and led a team in developing an ECMA/CSTA oriented telephony infrastructure that sat at the core of the company's CTI-based call center application.

EDUCATION: M.B.A., (1995) – New York University, New York, NY
B.S., Computer Science (1993) – Boston College, Boston, MA

~ United States Citizen ~ Multilingual; fluent in French and German ~ Technology credentials summary available ~

<u>Résumé Strategy</u>

Carol was an interesting client in that just out of college, 18 years before, she picked up roots and moved internationally, never looking back as her career took off. Fast forward to the present and she was the mother of two school-aged children and really wanted to return to the U.S.

We intentionally made her U.S. citizenship and desire for a return to the U.S. very, very clear in the header of her résumé. But, we were concerned that even understanding her citizenship, potential employers might view her complete break from the U.S. negatively, so I wrote the text of her résumé to really emphasize how she was recruited and promoted aggressively over the years, as a way to explain why she had stayed in Ireland for so long. This was also a major theme of the cover letters I wrote for her, as you can see from this excerpt:

> Some people swear that timing is everything. Others insist that successful people make their own luck. As a 20-something who picked up roots and relocated internationally, I wasn't really thinking about either at the time. Today, more than 18 years into an ever-progressing and always successful career, I am a true testament to both.
>
> Coming out of college with an M.B.A. and a computer science degree from one of the most prestigious universities in the world, just as the dot.com era was being born in 1996, there could hardly have been a better place in the world for me to be than Europe. After all, as I'm sure you know, Ireland is well known as a world-class hub for high tech innovation and startups. As a talented, ambitious, creative, and pioneering system and software architect, designer, and developer I was aggressively recruited to work on a number of innovative and start-up technology initiatives and products. Recognized very early on for my leadership, I was sought out for team leadership roles in the first year of my career, a trend that has continued and accelerated since.

Carol's original résumé was extremely detailed and technically focused. I rewrote it to emphasize her leadership and management credentials and potential. Her major strengths included her unusually strong ability to clearly and deeply understand the issues at hand, cut through the clutter, and focus on the pivotal points most critical to success, creatively overcoming any obstacles on the path. These strengths drove her key value proposition: the proven ability to steer world-class product development organizations to increased competitive advantage and stronger sales, profits, and shareholder gains by leveraging innovation and maximizing quality and performance. This value proposition is clearly conveyed in her résumé profile and also through the stories of success and achievements throughout her résumé.

The graphical and design elements in the résumé gave her résumé immediate visual appeal, but also provided us a way to convey the key results and contributions she had made. With a goal of highlighting the content of her résumé rather than drawing the eye away to design elements alone, we chose a muted color scheme that clearly let her impressive achievements shine through.