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Biayby Needshoes
INTEGRITY | PASSION | RESULTS

TECHNOLOGY INNOVATION LEADER

exploiting development and product strategy to fast-track market introduction and revenue generation

leadership profile

Forward-thinking idea generator and chief product development advisor with patented inventions in high-tech engineering. Architected game-changing enterprise business solution that jump-started and grew small technology startup from zero to $80M revenues and 300 employees. Evolved flagship product from early-stage concept to premier customer interaction management solution, now widely used across 6 major service sectors. Co-created product-to-market strategy that triggered consumer and investor interest for new venture in highly competitive calendar market, ultimately stimulating multimillion-dollar purchase by BluePages.

executive skill set

LEADERSHIP	TECHNOLOGY	PEOPLE
• Strategic Enterprise Planning • Revenue Generation • IT Development Strategy • Product Release Planning • Executive Project Oversight	• SaaS/Cloud-based Development • Pipeline Management • Solutions Testing/Compliance • Process/Quality Optimization	• High-Stakes Negotiations • Executive Client Engagement • Staff Performance Enhancement • Development Outsourcing

career summary & performance highlights

DIRECTOR, ENGINEERING　　　　Vermillion, Inc.　　　　2011 – Present

Re-engaged by VP of Product Management to join executive team in pivotal technology innovation role, advising on strategy development to support market leader in customer interaction management (CIM) solutions to combat fierce competition and revenue challenges. Presently lead 3-year architecture enhancement and related initiatives to refresh product portfolio.

- *Magnified real-time executive insight on business performance by assuming product ownership of Vermillion InteractPortal, a performance insight and analytics reporting tool.*
- *Abridged software release times by benchmarking new product-to-market methodology.*
- *Catalyzed faster delivery of new client-user interface and campaign management capabilities by steering design and direction of enterprise architecture.*

VICE PRESIDENT OF ENGINEERING　　　　Calaminder Corporation　　　　2009 – 2011

Enlisted by former Vermillion CTO to leverage innovation and business talents into new technology venture. Assumed hands-on role to architect cutting-edge calendar synchronization service and modeled plan to infiltrate and gain visibility in oversaturated calendar market, positioning company for $5M acquisition by BluePages in just 2 years.

- *Invented and submitted patent for adaptable infrastructure that interfaced with and simplified synchronization of multiple online calendaring systems.*
- *Sparked instant investor awareness through formation of product strategy that promoted calendar functions as critical tools to enhance corporate communications channels.*
- *Influenced spikes in user registration, acquiring 700 new users on average after each press event, by expanding company presence via Facebook, Twitter, and company blog.*

NOTES

Vermillion, Inc.   2000 – 2009

DIRECTOR, PRODUCT DEVELOPMENT, 2004 – 2009
SENIOR SOFTWARE ENGINEER, 2000 – 2004

Recruited as first developer, progressing vision of penetrating burgeoning SaaS vertical to go-live within 4 months of employment. Selected by CTO out of 5-member team to assume strategic authority over product development of proprietary automated outbound notification system, Alert Platform. Defined vision and roadmaps to deliver several product releases per year, setting foundation for present-day revenues of $80M and 300 staff. Grew engineering team from 5 to 20 and enhanced performance by introducing 4 first-line managers.

- *Credited with evolving Alert Platform from concept to premier CIM solution, assisting company to reach mission of accessing 6 multimillion-dollar verticals (healthcare, financial services, utiliites, airlines, communications, and retail industries).*
- *Collaborated on 7-person team that invented and patented 2 ground-breaking processes, paving the way to infiltrate new service sectors.*
- *Increased development capacity by migrating efforts to offshore teams in India, subsequently directing 4 development cycles at record-breaking speed.*
- *Persuaded $3M acquisition as strategic advisor on 4-person due diligence task force, successively merging development teams, processes, and systems of new division.*

DEVELOPMENT LEAD / SENIOR DEVELOPER   Network Commercial Corp. 1999 – 2000

Engaged by founder during period of company growth and M&A activity, assuming central position on team of solutions developers and business consultants. Headed design, development, and deployment of e-commerce solutions to support an expanding client base increase its revenue streams via online sales. Select client projects and enterprise impacts:

- *Accelerated end deliverables of in-flight website design project for specialty foods retailer by gaining quick familiarity with web-based commercial system, Business Exchanger.*
- *Championed online sales challenges for custom window covering manufacturer by exploiting Business Exchanger capabilities to engineer tailor-made solution.*
- *Prevented latent financial loss and compliance issues, taking on pivotal role on "tiger team" to evaluate efficacy and precision of Business Exchanger sales tax module.*

earlier career accomplishments

INFORMATION SYSTEMS ANALYST / SOFTWARE ENGINEER   AirTap Cellular

Standardized development processes that shortened deliverable implementation times to growing reseller community by 2 months and cut outsourcing costs by taking on role as resident troubleshooter.

COMPUTER PROGRAMMER / ANALYST   The Bowing Company

Earned quick promotion from QA tester to lead developer to design key components of manufacturing data solution. Established infrastructure and programed first DB2 application that tracked aircraft assembly status.

credentials

Education
- B.S. in Computer Science **|** B.A. in Business Administration — *Seattle University*

Awards
- Won *AirTap Cellular Service Legends Award* for innovations that saved time, money, and resources.
- Captured peer-nominated *Bowing Wiring Systems Award of Excellence* for functional design and system construction contributions to critical wiring systems R&D projects.

Patents
- U.S. 7 444 157 C3 – Method for Standardizing Communications Dispatches from Requestors (Vermillion)
- U.S. 8 365 517 B2 (patent pending) – System for Regulating Outbound Messaging (Vermillion)
- U.S. 6 123 478 D1 (patent pending) – Process for Consolidating Online Calendar Functions (Calaminder)

Best Technical Résumé:

Project Brief:

This particular client had a long-standing history of driving innovation in customer interaction technology, having grown with his current company from the ground up as the 7th employee. Due to recent revolving door management, leadership was losing focus on strategic development opportunities.

Because of this downward trend in management focus, he was seeking a new software development leadership opportunity in the high-tech sector with a company that promoted a respectful, collaborative, and rewarding environment of ownership and entrepreneurship where team members are passionate about customer satisfaction and developing and delivering the best products possible.

After an in-depth discovery session, we focused on developing his personal brand to position him in front of a company where he could add more impact and value, as an accountable, trusted strategy advisor who thrives on producing high-quality deliverables.

We carried through his personal philosophy of "integrity, passion, and results" throughout his new resume, right down to his logo. To add to the WOW factor, we introduced other graphic elements and best practices in instructional design to engage hiring decision makers.

Other design elements: we took into consideration the entire hiring continuum, creating a gray text box element as a user-friendly area for interviewers to cite notes.

Additionally, we created a Word version with graphics and one with only written content for ATS optimization, as well as PDF and ASCII versions to help navigate complex hiring practices in today's competitive job market.