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PROFESSIONAL EXPERIENCE

Director of Product, Industrialized Construction—Autodesk, Mar 2020 – Present

Promoted to have direct line responsibility for product development, product management, experience design, and industry marketing to develop a platform-based solution for Industrialized Construction.

- Developed a strategic roadmap for a comprehensive Industrialized Construction platform-based solution to connect architecture and manufacturing capabilities in a seamless workflow.
- Executing development of foundational automation solutions to address key IC challenges and enable a complete digitized workflow for construction.
- Work collaboratively with global sales and consulting to define compelling sales strategies, messaging and content, establish thought leadership, and executive briefing.

Director Product Management, Industrialized Construction—Autodesk, Aug 2019 – Mar 2020

Driving new product development and delivery for IC and prefab construction methods.

- Led product management effort to redefine the IC product strategy by introducing manufacturing capabilities to the construction industry creating a blue-ocean opportunity.
- Redefined product scope and development roadmap to better leverage the commercial product portfolio and connect them using the Autodesk Forge platform.
- Identified and validated key customer problems and defined capabilities required to improve productivity by several orders of magnitude.

Sr. Product Line Manager, Mfg Engineering—Autodesk, Mar 2012 – Aug 2019

Product management for Manufacturing Engineering, Strategy & Research, and Smart Manufacturing groups. Product line responsibility for Fusion Production, Design Automation for Inventor, Factory Design Suite, Process Analysis 360, Factory Design Mobile, and emerging products.

- Responsible for driving factory business to nearly \$40M annually across the AMER, EMEA, & APAC.
- Built an ecosystem of interoperable products to better serve manufacturing users including process modelling for factory planning and mobile factory design tools to support field work.
- Developed key partnerships and pursued several potential acquisition targets for virtual commissioning, materials planning, and logistics and metal additive manufacturing simulation technology.
- Launched Design Automation for Inventor, a webservice for building automation pipelines that use Autodesk Inventor models.
- Launched Fusion Production, the first of several offerings that connect traditional CAD tools to manufacturing tools and users creating a connected, integrated ecosystem.

Sr. Program Manager—Autodesk, Mar 2011 – Mar 2012

Program management for Product Design and Factory Design Suites, two of seven suites offered by Autodesk representing over \$300M in annual revenue and more than 100K users.

- Managed cross-functional team consisting of product management, marketing & branding, licensing, quality assurance and sales operations to deliver annual releases.
- Defined and rolled out a company-wide process to ensure consistent implementation of installation, licensing, localization, and interoperability for suites, including products and integrated components.
- Normalized and streamlined processes for identifying user experience improvements for interoperability, installation processes, for identifying branding asset needs, and for delivering across all products in the division.

Director Product Management—RNA Networks (acq. by Dell), Jul 2008 – Jul 2010

Built and led the product management team to deliver RNA MVX, a memory virtualization solution for accelerating large clustered analytics, simulation, and back-testing applications.

- Responsible for product vision and product management for three discrete memory virtualization products.
- Developed product plans, near-term roadmap, marketing requirements documents, product positioning, use cases, user experience, market analysis, and competitive assessment.
- Identified new opportunities in virtualization and cloud computing markets and created corresponding product offerings to pursue. Defined product positioning, supported with datasheets, presentations, and white papers. Contributed to online marketing efforts (website, blog, social).

Director Product Management—SignaCert (acq. by Harris), Jan 2006 – Jun 2008

Delivered SignaCert's Enterprise Trust Server appliance and SignaCert Verify Hosted Services to market including initial market problem identification, requirements, development, and product launch.

- Captured customer requirements from key customers to identify and validate use cases and user stories. Performed additional problem space research to define marketing and product requirements.
- Maintained product roadmap including major capabilities, features, partnership and integration opportunities for Enterprise Trust Services and SignaCert Verify within the greater business ecosystem.
- Analyzed market for compliance and IT controls including total available market, target customers, partner identification and competitive landscape definition.

Co-Founder, VP Product Management—Swan Island Networks, Feb 2002 – Dec 2005

Primary responsibility for the roadmap, product specifications, and development. Additional responsibilities include corporate strategy, marketing communications, and technical sales. Co-founder and company officer.

- Designed SWARM product, scope & vision, use case, system requirements documentation, and user interface design and prototypes. Patent holder: #7,337,146 "Emergency Information Management System".
- Responsible for technical sales, including to senior staff at many Federal agencies including, The White House, DoD, DoC, State Dept., DoT, NSA, and DHS.
- Identified and captured market and customer requirements to define the product roadmap. Responsible for the creation and management of MRDs and PRDs related to all products and customer engagements.

EDUCATION

- MBA, Foster School of Business, University of Washington, Seattle, WA, 1999
- BS Electrical Engineering, Washington State University, Pullman, WA, 1991