



JANE SMITH
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SUMMARY OF EXPERIENCE

- Seasoned professional with over 20 years of senior positions with full P&L responsibility and control of budgets up to \$60M and 300 product marketing and development professionals; responsible for product lines of over \$500M
- Successfully led and architected the implementation of over 50 large-scale software projects in difficult custom and product environments
- Proven track record for bringing new businesses and products to market and driving double digit growth; led all product management decisions during growth from a \$10M company to a \$500M business; started three new ventures at that grew to \$35M in two years
- Skilled at driving MRDs and PRDs to engineering level of understanding as well as bridging that knowledge to key position messages driven through sales channels and marketing communications
- Proven leader who has built several product marketing organizations from the ground up
- Significant experience in channel development, partner recruiting, due diligence, and negotiation; created VAR program and grew it to represent 40% of sales within two years; developed OEM channel at that resulted in \$10M incremental business in its first year

PROFESSIONAL EXPERIENCE

XXXXXXXX, Denver, CO, October 2006 – Present

Vice President, Product Management and Professional Service

- In charge of developing product strategy, implementing first major deployment, and creating product management and professional services organization
- Led the design and implementation of a major deployment in support of a \$50M data center operation; developed systems that included Request / Order Management, Work Flow Management, Service Provisioning, Trouble Management, and Inventory Management
- Built the product management process for the company and drove the MRDs and PRDs required to drive the builds for the product during the formative stage
- Led a team of 50 marketing, operations, and development professionals; full P&L responsibility

XXXXXXXX, Denver, CO, June 2000 – October 2006

Senior Director, Software Strategy and Business Development, July 2003 – October 2006

- Responsible for refining software strategy and architecture for the OSS/BSS stack; charter was to drive key program and technology decisions necessary to integrate software from recent acquisitions into the existing software stack
- Led key programs that consolidated several duplicate provisioning and order management projects; sold off and eliminated unprofitable lines in trouble ticketing and fraud management
- Led review, negotiation and acquisition of several outside technology components to replace internal build efforts
- Developed five strategic partnerships and alliances with complementary organizations; partnerships and alliances contributed over \$10M in revenue during the first 18-months

Senior Director, Product Management and Software Development, June 2000 – July 2003

- Led product management and development organization during its growth from a 50 person organization to a 1,000 person organization
- Increased revenue from \$15M to over \$500M while growing development staff from 25 people to 300 people world-wide



- Drove the key technical and business decisions that moved the flagship billing and customer care product from a custom project based solution to a world class product organization with over 100 Fortune 1000 customers all over the world; internationalized the product for all of Europe, South America, Asia, and the Pacific Basin
- Drove launch of Order Management product and a subsequent launch into a full suite offerings (Ordering, Inventory, Provisioning, Billing and Customer Care) in the Cable (broadband), Wireless, and Wire-line telecom space
- Designed and implemented product development, product management, and maintenance processes that allowed the company to scale over 20-fold in revenue while only growing development six-fold

XXXXXX, Denver, CO, 1992 – 2000

Director, Software Development and Product Management

- Total P&L responsibility for \$25M in revenues and 60 developers focused on custom development in the Order Management, Inventory, Workflow and Provisioning areas
- Led a teams in project management, engagement management, and software development
- Led complete development of Order Entry, Network Inventory and Provisioning system from initial design to production rollout in one year; this was a 50+ person project with a budget of \$15M per year
- Turnaround of a troubled project and then the development of several follow on projects as a result; the subsequent relationship resulted in over \$25M in annual revenue
- Developed and rolled-out a Network Inventory and Design system for a major service provider and several major carriers

XXXXXXXX, Denver, CO, 1990 – 1992

Director, Product Management Wireless Products

- P&L responsibility for new venture into wireless handheld market, including all product management, application development, market communication, reseller channel management, and sales support
- Turned-around troubled product management process that had missed an entire product release cycle; launched four new products that grew to account for 40% of the company's revenues

XXXXXXXX, Denver, CO, 1986 – 1989

Business Development Manager

- Launched three new business units that grew to \$35M within three years
- Founded a systems integration practice and quickly won a \$10M data center project
- Sold and led the completion of major projects for the State of Colorado, United Bank, and Presbyterian Hospital

EDUCATION

University of Colorado, Boulder, CO, 1986
Master of Science, Engineering

University of Colorado, Boulder, CO, 1984
Bachelor of Science, Engineering