

SUMMARY: EXPERIENCED PRODUCT, DESIGN & TECHNOLOGY EXECUTIVE

I'm a product-led growth expert. A multi-disciplinary tech exec with strong product, design and engineering leadership skills. I have had stints in marketing and sales which provide a well - rounded experience of key business functions. In addition, I have startup experience and a track record advising several great startups.

I have a talent for new product strategy and the practical leadership to innovate and execute with conviction. I am passionate about early stage product development and entrepreneurship in organizations. My strongest skill sets are product vision, lean product management; strategy & planning, people management and talent development.

Professional Experience

CALENDLY

VP of Product

(2018 – Present)

Lead Technology, Product, Design and Content Strategy

- Under my tenure, Calendly is sustaining 100% year on year growth in ARR and MAU
- Drive key engineering investments and a high-performance engineering culture
- Set product vision, mission and goals for business
- Drive ongoing, high velocity innovation
- Manage overall user experience and delivery of value to customers
- Manage team health, product craft excellence and talent acquisition
- Drive clear and actionable business metrics and management of business to those metrics
- Drive acquisition strategy; review and approve potential acquisition deals
- Manage growth program and virality initiatives to increase audience share

ATLASSIAN

Head of Product, Atlassian Communications

(2016 – 2018)

Lead Product Management and Product Strategy for Stride, HipChat, Meeting technologies

- With my guidance, Atlassian successfully launched their first product since IPO and immediately gained over 100k customers
- Drive key engineering and product investments and strategy
- Set product vision, mission and goals for business
- Manage overall user experience and delivery of value to customers
- Inform acquisition strategy; review and approve potential acquisition deals
- Manage product growth programs

SPICEWORKS

Director of Product

(2015 – 2016)

GM for Social strategy (Spiceworks Community) and Ecommerce initiatives (Product Reviews & Marketplace).

- Defined new ecommerce strategy and roadmap. Retooled social strategy and sharpened focus on growth and execution.
- Built Ecommerce marketplace, quickly generating up to 40% WoW growth.
- Strong focus on analytics and sales integration – from Optimizely yield experiments to deep Salesforce integration.
- Launched successful new *Advocacy Marketing* social platform for SMB brands and on-boarded major clients like HP, Lenovo, Sophos and more.
- Key member of Spiceworks growth team focused on technical SEO optimization and content.
- Built new high performance agile team focused on social products and ecommerce – dev, design, test and marketing. Key focus on big challenges, user focus, product experimentation and shipping.

INTERMINGL CO

Founder/CEO

(2013 – 2015)

A mobile social platform for in-person networking and discovery. Built an audience with thousands of customers.

- Business and product leader for a company that builds interest based social networks
- Led all activities around customer development, lean iteration, product definition and marketing.
- Raised seed capital and built a team of 8 to develop the product and exploit a sizeable market of over \$1bn
- Company results: Paid business clients with 50% platform participation in beta. 80% positive customer reviews.

- Generated repeat customers in target segments.
- Drove product redesign based on beta feedback and drove up customer satisfaction by 3x.
- Built team expertise in SAAS, iOS, Android, PHP/HTML/JS, Ruby, MYSQL/MSSQL, Graph data, Matching algorithms, Data analytics.
- Awards and Recognition: Connecticut top software company to watch 2014.

BRIDGEWATER ASSOCIATES LLP (largest hedge fund in the world with \$180b under management)

GM of Product Management & SMA

(2012 – 2013)

Lead all strategic technology initiatives for increasing division effectiveness scorecard. Improved scorecard by 20%.

- Led team of 80 - 10 Principal Managers, architects, business analysts and support staff; managers lead team of 70 product staff for different products and projects.
- Managed technology budget and investments of \$30m.
- Managed talent hiring, team design, team process, motivation and compensation of a team of architects, product managers, business analysts, designers and technologists.
- Delivered on strategic projects including customer service and training portals, customized CRM software, internal and external risk management tools, custom investment Analysts toolsets across the organization, knowledge management, data warehousing and structured storage and more.
- Advised division President on ongoing projects and strategic technology investments.

MICROSOFT CORPORATION

Senior Manager – Marketing and Product Launch

(2010 – 2012)

Management leadership for product marketing and strategy for Visual Studio Ultimate, exceeded ambitious 2% increase in revenues for \$800m developer tools business.

- Led team of 10 for the most successful developer tools launch event in Microsoft history and exceeded ambitious PR and customer outreach benchmarks by 10%.
- Compiled critical product intelligence about competition and market for in-market products which lead to more effective sales strategy, more efficient resource utilization and market share increase of 5%.
- Developed communications plans including keynote messages for C level executives at major marketing events across three continents; delivered key presentations at large industry events with over 4000 attendees.
- Developed Product SKU/Mix strategy, Go to market collateral, Global sales team readiness and training; achieved ambitious revenue targets for fiscal year.
- Grew business and became more competitive by building new premium business value propositions in DevOps segment and cross-platform development.

Senior Product Manager, Windows Live OneDrive™

(2009 – 2010)

Part of team that transformed OneDrive into a better competitor with Dropbox. Overhauled photos and media sharing vertical and added millions of users.

- Led product strategy & planning team of 5 to develop new web and desktop media sharing experiences for Windows Live and Windows 8, work led to next generation seamless web/pc touch enabled experiences across desktop, tablet and mobile form factors.
- Delivered new unified content sharing platform for Windows Live web apps. Cut resource spends by 50% within a year.
- Led a cross functional and geo-dispersed team of 5 designers, developers and QA to prototype and successfully build consistent sharing user experiences across Microsoft's consumer web platforms e.g. Onedrive. Drove us customer satisfaction and decreased support instances.

Lead Product Manager

(2005 – 2009)

Product Management for several social products including Windows Live Mail, Windows Live Messenger, Hotmail.

- Led 5 product teams across several consumer technologies to make desktop and mobile applications more agile, maintainable and responsive to customers using web services.
- Product owner for Windows Live Mail and Windows Live Calendar, Key role in building and growing adoption by 60 million customers.
- Pioneer and thought leader for SAAS driven applications at Microsoft which influenced the direction of the entire company, helping Microsoft move faster to a software as services driven model.
- Spearheaded and led a multi-disciplinary skunk works team of 5 to deliver on companywide initiative of desktop search integration (Bing Answers™) across Microsoft applications. Built and communicated a business case across

several divisions and built the first successful iteration of the platform.

- Pioneered alternative economic models for software by building company wide expertise in ad funded desktop applications. Built first prototype of ad funded Windows with integration with advertising platforms.

Product Manager, Windows

(2003 – 2005)

Product and Project Management for Windows Engineering team + Developer Evangelist for Windows

- Managed enterprise partnerships for Microsoft Windows - increased consumer adoption of a new version of Windows by working closely with engineering executives at high profile partners like Amazon and Vivendi Universal to build showcase applications for new Windows platforms.
- Identified key potential partners with early outreach and drove early adoption of Windows APIs and fostered a broad partner ecosystem for the product in a competitive market.

Enterprise Accounts Engineer for Microsoft Exchange

(2001 – 2003)

CISCO CORPORATION (formerly Wind River Systems)

Internet Network Protocol Research Engineer

(2000 – 2001)

Education

Executive MBA (Joint Program – Columbia University and UC Berkeley)

Columbia Business School, New York

Finance, Marketing & Branding, Business Strategy, Private Equity

University of California - Berkeley HAAS School of Business, Berkeley, CA

Technology, Media & Telecoms (TMT) Strategy, M&A, Venture Capital and Entrepreneurship and Lean startups

University of Southern California, Los Angeles

Masters of Science in Engineering (Electrical/Electronics – Networks, CS); Research scholarship

Additional Info

KERNEL FUND

Founding Partner

(2014 – Present)

Kernel Fund invests in startups that serve African and East Asian consumers and customers

- Multiple successful investments with consistent growth and results
- Founded and organized group
- Drive fund marketing and awareness
- Design key due diligence and risk assessment process
- Manage deal flow and due diligence process
- Drive investment and syndication partnerships

Inventions – 14 Patents. 11 pending, 3 granted. Covers: Ad algorithms and delivery, spam and phishing protection, photo editing/sharing, web services, user interface and multiple operating systems.

Strategy Consulting in Technology, Media and Telecoms (TMT)

- New product strategy for Xbox division for next generation console, social gaming and mobile. (2012)
- Lead consultant on an SMS social network for rural women entrepreneurs in Palestine with *Clinton Global Initiative* supported non-profit. Thousands of women can now find markets and mentors for their small businesses using simple SMS tools and applications. (2011)
- New product and operations strategy for Panasonic America across multiple product lines. (2011)
- New product planning for Windows Live and Windows. (2006 – 2009)

Advisory Council to the President of Nigeria (2006-2007)