
Product Leader – Chief Architect – Technical Writer

Successfully leading teams into “uncharted” territory to create great products.

- Versatile product development leader
- Broad experience in data-driven software and big-data processing and analysis
- Cross-functional leadership and communication
- Successful overcoming barriers and delivering results on multiple initiatives
- Skilled communicator and writer
- Product strategy and solution conceptualization

Career Experience

INNOMARK CONSULTING, Mill Valley, Ca

PRINCIPAL CONSULTANT (June 2020 to Present)

Consulting to data companies serving the retail, restaurant, and other industries.

- Reengineering data systems to scale in support of a rapidly expanding product
- New cloud-based data resources and automated reporting to track and manage new products
- Analysis and improved of high-volume data feeds and processing performance improvement
- Developed new data hygiene systems delivering improved data quality
- Designed automated high-volume email marketing systems, increased email deliverability

CLARITAS, San Francisco, Ca

SENIOR ARCHITECT (2019 to 2020)

- Integrated AcquireWeb products and data lake into Claritas systems post-merger
- Eliminated production delays in new data science product, focusing on milestones, specifying user-targeted elements, and expanding testing strategy. Product successfully delivered to customers and services teams on schedule.
- Conceived and developed new data products based on high-volume streams from partners
- Developed POC for new SSO system
- Researched and tested new technology options in GIS/Geolocation processing, graph databases, data security, rapid web client development and other new technology directions

Working with AWS EC2, and Databricks, MLFlow and Pandas. Legacy systems on Azure and in on-prem Oracle

ACQUIREWEB, Foster City, CA. (Merged into Claritas in Jan 2019)

CHIEF ARCHITECT / GENERAL MANAGER (2008 to 2019)

Managed operations for a growing marketing data and services company. Developed job tracking systems and data resources. Led development of dozens of software and data products with development partners.

Continued...

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- Accelerated development of **web application and cloud-based data system** for new client, completing initial testing across **15** locations in **1** month with subsequent expansion across **1000+** sites.
 - **Product Owner/Manager** for new Data Lake based in Databricks/AWS
 - **Expanded core product offerings**, architected product designs, authored internal and external documentation, developed POC prototypes, and managed on-going customer services.
 - Rapidly delivered **3 new** products with development partners.

LEX SOFTWARE, Menlo Park, CA

VICE PRESIDENT, PRODUCT MANAGEMENT (2003 to 2007)

Designed and built custom data-driven applications for multiple enterprise customers across pharmaceutical, medical, public, and other sectors. Consulted to commercial software companies on product design practices.

- Pioneered **new web application** disrupting markets to offer low or no-cost medicine to those in need.
- **Designed and documented API** used by thousands of pharmacists nationwide.
- Consulted with popular clothing brand on **re-engineering data** and Improved inventory tracking.

PRIOR EXPERIENCE

SENIOR LEAD SOFTWARE ARCHITECT ▀ Hyperion Solutions, Sunnyvale, CA (now Oracle)

- Oversaw end-to-end application development for new eCRM division

VICE PRESIDENT, SOFTWARE DEVELOPMENT ▀ Lex Software, Menlo Park, CA

VICE PRESIDENT, MARKETING ▀ Glendinning Associates, Menlo Park, CA

PRODUCT DIRECTOR ▀ Dole Foods, San Francisco, CA

Education & Skills

Princeton University, Princeton, NJ **BACHELOR OF SCIENCE IN ENGINEERING (BSE) – Civil Engineering**

Technical: Data Warehouses, OLAP Data Systems, Graph Data Structures, SQL Databases, Spark, Databricks, EC2, C#, Python, Javascript, Web Applications, AWS Platform, Cloud Security, Email Deliverability, API Development

Writing and Documentation: White papers and case studies, application documentation, API docs, product definitions, strategy documents, user stories, code documentation.

Documentation: SQL, Java, C++, C#, Python, Scala, HTML, JSON, APIs (RPC and REST)

Interests and Activities

ROWING, BICYCLING, SAILBOAT RACING (Race Management), CHORAL SINGING