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## Chief Architect – Product Development Leader

*Solving design and architecture challenges across platforms, paradigms, methodologies, and markets*

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- Successful across generations of technology changes – from pre-PC to the cloud
- Guiding transition from on-prem SQL to cloud-based architectures
- Known for innovative solutions, a hands-on leader who builds a climate of trust, overcomes barriers
- Experience in Marketing, Product Management and Management Consulting before Software

### Career Experience Summary

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#### Architecture & Product Development – Marketing Data & Customer Management

**PRINCIPAL** (July 2020 to Present) ▪ **Innomark Consulting**, Mill Valley, CA

- *Customer data analysis and management, data quality, email delivery, and migration to cloud*

**CHIEF ARCHITECT / GENERAL MANAGER** (2008 - 2020) ▪ **Claritas/AcquireWeb**, Foster City, CA

- *Restructured company data systems and services*
- *Developed new customer marketing and targeting products*
- *Productized new ML-driven customer targeting solution*

#### Software Architecture & Product Development – Business Intelligence Software

**VICE PRESIDENT, PRODUCT MANAGEMENT** (2003 - 2007) ▪ **Lex Software**, Menlo Park, CA

- *BI product development consulting for Hyperion Solutions, data architecture & training program for Microsoft*

**SENIOR LEAD SOFTWARE ARCHITECT** (1999 to 2003) ▪ **Hyperion Solutions**, Sunnyvale, CA

- *eCRM Division – Created all new web-based product for new divisions (Hyperion purchased by Oracle)*

**VICE PRESIDENT, SOFTWARE DEVELOPMENT** (1992 to 1999) ▪ **Lex Software**, Menlo Park, CA

- *Lead development of custom BI software for Nissan, Microsoft, Peoplesoft, Hyperion Solutions & others*

#### Marketing & Product Management – Consumer Goods

**VICE PRESIDENT, MARKETING** ▪ **Glendinning Associates**, Menlo Park, CA

- *New sales technology software & marketing consulting*

**BUSINESS DIRECTOR (Beverage Products)** ▪ **Dole Foods**, San Francisco, CA

- *Directed development and national launch of a series of new juice products*

**SR ACCOUNT EXECUTIVE** ▪ **Allan & Dorward Advertising**, San Francisco, CA

**ACCOUNT EXECUTIVE** ▪ **Ted Bates & Co**, New York, NY

### Education & Technical

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

**Technical Proficiencies:** Data Lakes (and variations), Graph Data Structures, SQL, Spark, Databricks, EC2, C#, Python, Web Applications, AWS Platform, Cloud Security, Agile Development Methodologies

**Interests:** Rowing, Cycling, Hiking, Sail Racing Official