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TomTom

2013 – Current

Amsterdam-based leader in navigation software, maps and fitness products. Consumer products include mobile applications, in-car navigation devices and fitness GPS watches.

Sr. Product Manager

- Defined product roadmaps and prioritized features on global software releases.
- Chosen to lead and train Junior Product Managers and regional product test teams.
- Led cross functional teams to deliver digital products.
- Represented the voice of the US customer for feature development and strategic investments.
- Led user experience testing/UAT and product perception/usability studies.
- Conducted PR events, press interviews and in-depth product training.
- Launched mobile app (Android & iOS) to enable connectivity and purchasing of content and services.
- Launched connected navigation devices in North America resulting in 50% rise in product margin.
- Launched the 4th generation GPS sports and fitness watch platform in the US.

Motorola Mobility

2011 – 2012

Global supplier of Android mobile devices designed to make customers lives easier. Products included Mobile phones, tablets and smart software solutions.

Product Manager - Software

- Managed software & applications on Android performance smartphones and tablets.
- Defined and drove product vision, key value propositions and software experiences.
- Prioritized improvements in mobile user experience.
- Responsible for software product development, upgrade planning and post-launch support.
- Drive feature-based usage analytics to reduce IP royalty resulting in substantial cost savings.
- Launched Droid XYboard Tablets & PHOTON™ Q - worldwide product releases.

Westell Technologies

2007 – 2011

Major supplier of consumer networking equipment to wireless and wireline carriers.

Product Line Manager

- Instituted an Agile (Scrum) process for software development.
- Created product requirements (Epics and User stories) and led cross-functional design teams.
- Managed offshore software development teams.
- Defined SDK, APIs and Mobile Application framework (iOS & Android).
- UX (User Experience) design lead on consumer web and management/back-end systems.
- Developed social media marketing and product release plans.
- Awarded company-wide prize as “Top Product Manager”.
- Launched new high-speed access products across several Tier-1 carriers.
- Launched hybrid cloud service (SaaS) including mobile apps, e-commerce and billing.
- Increased incremental revenue from \$0.3MM to \$24.6MM/YR (2008-2010) for FTTH/FTTC product line.

Copia International

2001 – 2007

Software “start-up” focused on B2B and enterprise markets. Developers of large, scalable messaging solutions and programmer tools.

Co-Owner/Director

- Engaged developer community demonstrating integration possibilities and APIs.
- Managed sales staff & ran all industry trade show events.
- Managed inbound marketing campaigns (SEO/PPC) & Google Analytics; Results +75% increase in leads.
- Successfully re-branded/re-aligned and launched flagship software platform.
- Led product strategy & design of a hosting environment for a high-volume cloud-based messaging platform resulting in +\$1 million YOY revenue.

Education

University of Illinois @ Urbana-Champaign

Bachelor of Science - Electrical Engineering (BSEE)

Graduate Program: University of Illinois - **Strategic Technology Management Program**

Product Recognition

Westell UltraLine Series3: Consumer Electronics Association CES Innovations Honoree
Westell Homecloud: Consumer Electronics Association CES Innovations Honoree