

PRODUCT AND INNOVATION EXECUTIVE PROFILE

Inspirational leader with 25+ years of global experience leading and optimizing core business aspects, including commercial/consumer product development, marketing, innovation management, design, engineering, sales, and training to strategically drive competitive advantages.

Equipped with a strong mix of commercial and technical skills, business acumen, and a global perspective to develop influential leaders and brainstorm ideas into revenue-generating strategies. Commendable background in motivating and leading remote, global, and cross-functional teams by embedding a culture of continuous improvement and innovative thinking to consistently deliver against set performance metrics. Credible history of maximizing innovation, product strategy, assortment, and storytelling, while interpreting consumer needs into digital designs and inspired products with remarkable UX for transforming locations into profitable ventures. Excel at liaising between engineering and marketing, global business units and regions, product and sales, senior management, and individual contributors to instill long-term brand loyalty and ensure continued trajectory of business success.

AREAS OF EXPERTISE

- New Technology & Innovation Delivery
- Product Portfolio Design & Planning
- Product Positioning & Branding
- B2B & Consumer Go-To-Market
- Business Case Development
- Product Lifecycle Management
- Digital & Social Marketing Strategy
- Insights Gathering & End-User Research
- P&L, Financial Management
- Public, Media & Partner Relationships
- Business Vision & Strategy Development
- Strategic Product Planning & Execution
- Team Development & Leadership
- Contract Negotiations
- Executive-level Presentations

SIGNATURE ACCOMPLISHMENTS

- Generated \$700M+ in annual revenue by directing the global product team on innovation, product management, consumer/market insights, and roadmap/business planning for all OtterBox and LifeProof branded products worldwide.
- Led the organization in achieving and maintaining the #1 market share position (from Q3'09 to Q4'17) by overseeing the lifecycle of HP's most successful workstation product portfolio.
- Defined and launched the industry's first 27" All-in-One Workstation (HP Z1), the industry's first Small Form Factor Workstation (HP Z200), Workstation Ultrabook (HP ZBook 14), and first quad-core Workstation Ultrabook (HP ZBook Studio).
- Co-authored TechCon'09 paper "Scalable Low-Cost Touch and Stylus Interactive Display Solution" and actively engaged in TechCon'09 poster presentation at the HP TechCon event.
- Steered product concept, planning, and go-to-market strategy for HP's very first consumer Network Storage Appliance and the world's first Home Server products through consumer research covering concept, usability, and message testing.

CAREER EXPERIENCE

Senior Vice President of Product & Innovation, Otter Products, Fort Collins, CO

2018 – Current

Steer the planning and development of mobile cases, screen protection, power accessories, and new, emerging product categories for consumer and commercial customer segments. Inspire and educate the sales team on product features/capabilities through the orchestration of highly engaging annual sales training events.

Key Accomplishments

- Delivered significant growth for the company by leading the negotiations for two exclusive global partnerships, including Corning for world's most advanced screen protection and PopSockets to create Otter+Pop phone cases with integrated PopSocket.
- Spearheaded company expansion into new, adjacent product categories encompassing screen protection, power accessories, mobile gaming, and kids' tech.
- Expedite business-relevant wins and immediate growth through revamping of the company's insights to innovation approach, processes, and tools.

HP, Inc, Fort Collins, CO

2001 – 2017

Vice President, Head of Worldwide Product Management

2016 – 2017

Managed a diverse team covering product management, emerging technologies, segment marketing, technical marketing, and sales enablement for HP's high-margin amounting to \$3B per year, as well as workstation business.

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- Eliminated competitive gaps, delivered unprecedented versatility, drove customer-driven innovation, and maximized profitability by devising and executing an impactful product line strategy for desktop and mobile workstation portfolio from 2009 to 2017.
- Developed and presented the industry's first mini workstation (HP Z2 Mini) and VR backpack workstation (HP ZVR) in line with customer/market insights and new technologies.

Director, Worldwide Product Management for HP Desktop & Mobile Workstations

2009 – 2016

Led a 12-member team on the HP Workstation product portfolio, including future planning, customer research, product definition, program/development, lifecycle management, competitive analysis, regional engagement, launch, and AR/PR.

- Designed and established the HP Z360° Customer Panel with hundreds of HP Workstation customers and representing all regions and vertical segments for periodic surveys, interviews, and research to gather customer insights for future product definition decisions.
- Ensured continued fulfillment of HP products/solutions' current and future needs by spearheading several customer research projects.

Manager, HP Workstation Innovation Team

2008 – 2009

Built new business-wide processes and a dedicated, cross-functional innovation team for inspiring, collecting, and nurturing new ideas. Explored the creation of new experiences and solutions best fitted with customers' needs to drive profitable business growth.

- Expedited business scalability by leading investigations into growth opportunities, delivering comprehensive business cases to senior management with recommended actions, and establishing new products/solutions/vertical segments.

Manager, Worldwide Product Management for HP Smart Home/Personal Storage Business

2004 – 2008

Progressed within multiple roles for consistent accomplishments and led an eight-member product marketing team for consumer network storage solutions, including HP Media Vault and MediaSmart Server. Oversaw \$2M promotions committee budget and PR agency, while serving as a key spokesperson for HP and Blu-ray Disc Association for format-related PR and AR activities.

- Recruited and managed a team of eight high-performance employees on future product marketing, roadmap planning, business development, consumer/retail assortment, SMB channel strategy, and marketing communications.
- Directed a team with members from industry-leading PC manufacturers, consumer electronics companies, and Hollywood studios.
- Successfully negotiated multi-million-dollar agreements with industry partners, including Microsoft, Intel, and AMD.
- Maximized effective use of partner funding with a total amount exceeding \$61.5M in partner funding by managing marketing budgets.

Worldwide Product Manager

2001 – 2004

Managed product definition, customer research, lifecycle management, AR/PR relations, and launch activities for HP's entry workstations.

- Generated \$220M revenue by driving the development of HP's most successful personal workstation product line.
- Streamlined product marketing and R&D by establishing new precedence for requirements documentation and product plans.
- Optimized efficiencies within the product team, reduced workloads, increased accuracy, and improved timelines by redefining end-to-end work processes.

Additional Experience as **Adjunct Professor**, Colorado State University - College of Business, **Training Engineer/Field Engineer**, General Electric - Power Systems

EDUCATIONAL BACKGROUND

Master of Business Administration

Colorado State University, Fort Collins, CO

Bachelor of Science in Mechanical Engineering

University of Colorado, Boulder, CO