

## EDUCATION

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### Coding Dojo- Seattle

Full Stack Development Boot Camp [ Python, MEAN, iOS] **2015**

### University of Chicago, Booth School of Business

MBA [Concentrations: Technology Strategy and Marketing] **2012**

### Tuskegee University, Tuskegee, Alabama, USA

Bachelor of Science, Computer Science **2001**

## EXPERIENCE

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Dec 2015 - Current

**Point Inside**

**Bellevue, WA, USA**

### Director of Product

[www.pointinside.com](http://www.pointinside.com)

Leads product strategy for a for a team of 60+ engineers, product managers and UX designers for SaaS platform, SDK, and mobile apps providing location-based mobile SaaS solutions to major global retailers.

- Own the definition and implementation of the Point Inside product delivery process
- Spearheads strategy, execution, and delivery of high value product initiatives (e.g., beacons, deal search, recommendations, location-based offerings, analytics).
- Manages product design, packaging, pricing, GTM, and reporting for an integrated mobile private advertising network solution that utilizes mobile apps. The solution offers projected multimillion dollar retail revenue.
- Prepared and launched a strategy to re-energize company and product development including producing: product personas, product segmentation introducing 3 new product lines and driving a redesign of the company's responsive partner portal based on Angular2 and Node.js, resulting in customer self-service and a 10-fold increase in customer traffic and satisfaction.
- Partners with the sales team concerning: marketing strategy, lead generation, cold calling, product messaging, campaign content development, and marketing events and trade shows, to propel new business.

Apr 2015 – Sept 2015

**Select-TV / MyStay**

**Las Vegas, NV, USA**

### Chief Product Officer

[www.mystayinc.com](http://www.mystayinc.com)

At MyStay I drove all aspects of technical M&A due diligence in addition to building a rock star product management and agency team in our Seattle office. Through a rapid growth phase, which included the closing of 5 acquisitions in less than 6 months, I oversaw all aspects of technical and product planning.

### Responsibilities

- Partner with CEO, COO, and CMO to develop and execute against short and long term strategy
- Lead a team of Full Stack Developers and creative personnel including UX/UI designers.
- Led design of next generation set-top boxes and integrated TV technology
- Industry liaison for content licensing and audio and video content development, including business development/planning
- Executive Creative Director of in-house agency to take advantage of advertising opportunities created by product initiatives
- Alliance management of key partners and customers.

Mar 2014 - Jul 2015

**Zillow Group**

**Seattle, WA, USA**

### Sr. Product Manager | Revenue Growth

[www.zillow.com](http://www.zillow.com)

At Zillow I drive innovative product development for the largest revenue generating business unit. My role oversees product development roadmap, sales strategy and execution. I report to the VP of Sales and Ad Ops and regularly meet with the founders and CEO about future strategy and product needs.

### Responsibilities

- Discover and validate market problems; define and size market opportunities.
- Direct strategy, technical, operational, and marketing aspects of portfolio products.
- Lead engineering to deliver features from detailed requirements and prototypes.
- Drive go-to market planning, positioning, pricing, and the buying process.

**Accomplishments:**

- Drove conversion of the current fixed price (contract based) advertising model into a market based (real-time) dynamic pricing model utilizing a modified "2nd Price Auction"
- Oversaw the release of new advertising products in high value markets with 30%+ increase in MRR
- Built, lead and enable a team of rock star product specialist, business analyst, account executives and sales reporting to me driving new product execution
- Drove largest ad inventory release and monthly record sales performance in company history

2013 - 2015

**VIBEHEAVY**

**Seattle, WA, USA**

**Founder**

[www.vibeheavy.com](http://www.vibeheavy.com)

VIBEHEAVY is a digital agency. Our areas of focus are technology strategy, solution development, business development, marketing, and quantitative marketing that focus primarily on entertainment brands

**Prominent Clients:**

- Microsoft
- Molly Ringwald
- Gerald Clayton
- Ciroc Vodka
- Ali Shaheed / A Tribe Called Quest
- Danilo Perez / Panama Jazz Festival

**Accomplishments:**

- Software: Created a music discovery service (MDS) [www.vibeheavy.fm](http://www.vibeheavy.fm) / [www.discovered.io](http://www.discovered.io)
- Software: Created advertising discovery platform [www.mystayinc.com](http://www.mystayinc.com)
- Marketing: Developed social media marketing frameworks for entertainment driven brand lifecycles now utilized by prominent record labels
- Created experiential marketing service focusing on the NW metropolitan lifestyle driving the highest engagement rates ever scene in the area
- Acquired by MyStay Inc.

2009-2012

**Microsoft Corporation**

**Redmond, WA, USA**

**CTO - Hospitality**

**Developer and Platform Evangelism**

**Global Partner Team**

Responsible for setting and directing technical strategy for industry solution areas of Gaming, Point-of-Sale (POS), Property Management Systems (PMS), Casino Management Systems (CMS), and Guest Experience Solutions with the industry's largest and Microsoft's most strategic partners. With a heavy focus on SOA, cloud development/deployment, and mobile scenarios across multiple platforms I also drove innovation using cutting edge technologies to deliver next-gen solutions for early adopting customers.

**Accomplishments:**

- Signed largest partner cloud deal (8MM committed revenue)
- Created "Restaurant of the Future" (concept) deployed at National Restaurant Association
- Partnered to develop the industry's first purpose built SaaS property management system (PMS)
- Successful conversion of Linux based slot machines to Windows Embedded for IGT and Aristocrat

2006-2009

**Microsoft Corporation**

**Redmond, WA, USA**

**Global Technical Evangelist**

**Developer and Platform Evangelism**

**Global Partner Team**

As a Technical Global Alliance Manager I was responsible for increasing Microsoft and partner revenue by creating new flagship products and innovating within current offerings. In this role I managed partnerships and ventures in various industry verticals.

**Accomplishments:**

- Founder of Microsoft Audio Music Partnership AMP Alliance (Depth & Breadth Engagement Organization)
- GISV Partner Collaboration Award 2009

- Drove license revenue of \$100MM through alliance portfolio engagements

**Global Alliances Managed (Account Portfolio):**

- **Media/Entertainment:** Nero, AVID, Pinnacle, Roland, Yamaha, Cakewalk, Open Labs, Gibson
- **Comm. Sector:** AVID, Harris, MetraTech, MSA, Parallels, SubEx
- **Retail & Hospitality:** Micros, Agilysys, IGT, Aristocrat, SuiteLinq, Par Springer Miller, Cenium, Red Rock

2005-2006

**Microsoft Corporation**

**Redmond, WA, USA**

**Product Manager**

**Windows Business Group**

**Audio/Video Division**

As the PM on the Audio and Video Excellence team in the Digital Media Division my responsibilities covered both audio and video. In addition to feature ownership I was responsible for UX design and all aspects of core audio.

**My responsibility included:**

- Pro-Audio Platform API Development
- UI design of the Windows Volume Control
- Creation of Global Windows Partner (ISV & IHV) Audio Summit

**Accomplishments:**

- Spearheaded the change of driver install behavior for class drivers (Benefited multiple device teams)
- Introduced new volume concept (Multiple Volume Sliders) to Windows platform

**Products Shipped:** Windows Vista, Windows 7, and Microsoft LifeCam

2002-2005

**Microsoft Corporation**

**Redmond, WA, USA**

**Product Manager / Developer**

**Xbox Business Group**

**Xbox Alternative Entertainment**

As the first technical member of the Xbox Alternative Entertainment team I was responsible for creating products and scenarios to push the capabilities and expectations of video game consoles. The role included high-level product planning with the divisional Vice President to explore areas of innovation by commercializing R&D efforts.

**My responsibility included:**

- Feature development of new entertainment titles
- Developed, implemented, and managed software testing processes and procedures
- Managed a team of 20 (internal/external) software test engineers
- Drove external focus group testing requirements

**Overall Accomplishments:**

- **Patent Award:** Method and Apparatus for Managing Sounds in a Gaming Console
- **Shipped Products:** Xbox, Xbox Live, Xbox 360, Music Mixer, Exhibition, Xbox Video Chat (Japan), Xbox Live Vision (Camera), Windows XP Media Extender, Media Extender for Xbox