Richard A. Devones

Fort Lauderdale, FL 33334

(954) 675-6126 richard.a.devones@gmail.com

**PRODUCT OWNER**

**SUMMARY OF QUALIFICATIONS**

Highly successful career working for start-ups to global corporations with accomplishments in Product Management, GTM Strategy, Marketing, Partnerships, Support and Engineering

* Program-managing Microsoft partner council input (API - UX wish list and GTM)
* Achieving strategic vision with complete market success (Cisco Unity Connection)
* Collaborating and communicating internal narrative leading to Stakeholder Alignment
* Researching market and discerning requirements to create MRD, PRD, MVP
* Writing user story JIRAs defining product roadmap; Managing developers
* Prioritizing roadmap backlog; Assigning JIRAs to sprint and managing daily standup
* Cross-functionally crafting and executing Go to Market strategy
* Monitoring customer feedback; Tracking KPIs including support cases and JIRAs

**BACKGROUND**

* Ardent and adaptable professional maneuvering in new ambiguous situations to learn, operate and achieve goals quickly; Able team and cross-functional leader
* Innate planning and problem-solving ability with strong communication skills coupled with high emotional intelligence and aptitude for developing long-term relationships

**SELECTED ACCOMPLISHMENTS**

- As Product Lead driving strategy and feature roadmap to achieve product success; As senior SME - analyzing data to resolve the most commercially important and most technically challenging ‘revenue at risk’ ecommerce customer issues achieving high NPS

- As Product Lead in Office of the CTO of Booz Allen – Creating roadmap for Boeing T-7A OEM partnership agreement for commercialization of AI tech developed for defense

- Serving as focal point and ‘connective tissue’ to develop WW partner ecosystem GTM strategy and enablement programs for Microsoft Security Experts, Microsoft Security’s new first party Cybersecurity MDR managed services**;** ProgramManaging top partners to learn API wish-list and writing API schemas to create Engineering Roadmap; Ideating with stakeholders and partners to author Ecosystem Strategy GTM Plan (White Paper) – ecosystem investments including improved partner API integrations and co-marketing and co-selling programs.

- Crafting GTM strategy and enabling new ‘from-the-ground-up’ US channel in 9 months for launching of disruptive VoIP unified communications by MSFT ISV; Recruiting new partners; Igniting sales from zero to $5M in less than a year and scaling to $100+M in second year by acquisition by Cisco Systems; By 2023 over 100M IP phones sold with Cisco Unity Connection

- Increasing Synrad CO2 laser marking system sales 400% (to $5 million) in first, 100% ($10 million) in the next and continuing with 60% growth; Developing WinMarkPro software

**EXPERIENCE**

**Independent Contractor - Shelton, WA (4/2023 – 11/2024)**

- Conducting research; Providing analysis and recommendations; Assisting in family-related business

***Product Lead***

**Mondo - Booz Allen Hamilton, Washington, D.C. (1/2023 – 4/2023) Management Consulting**

- Hired by Office of the CTO for GTM commercialization of AI tech developed for defense

- Conducting GTM planning; Creating roadmap for OEM partnerships (Boeing and Lockheed Martin)

- Discerning DOD requirements for Space Development Agency LEO Battle Management C3 system

- Selecting, budgeting and planning trade show calendar for XRAE, Contested Logistics and MDK lines

.

***Sr. Consultant II – Partner Ecosystem GTM Strategy Marketing Manager***

**Bridge Partners - Microsoft, Bellevue WA (10/2021 – 8/2022) Tech Marketing Consulting**  
- Hired for strategy and build-out of partner GTM plan for new cybersecurity MDR managed services

- Communicating internal narrative, managing meeting cadence and workstreams across SCI GTM, Incubations, Engineering, Customer Experience, Product Marketing, Business Planning, Business Development, Azure Marketplace, PR, CELA, Alliances and Field and GSI Sales

- Program Managing technology partnerships for technical & GTM input; Producing Engineering roadmap

- Jump-starting top GSIs Atos, Accenture, Capgemini, Cognizant, EY, HCL, PwC, TCS and Wipro

- Creating Ecosystem Strategy GTM Plan (White Paper) on schedule with team achievement of all goals

***Sales Engineer / Product Marketing Manager / Sr. Support Engineer / Product Lead***

**AlertSite/SmartBear Software, Coconut Creek, FL (8/2008 – 8/2020) Ecommerce Monitoring SaaS**

- Discerning requirements, presenting solutions and conducting POC trials; Onboarding-training-renewals

- GTM launch, positioning, messaging, and sales enablement for new Load Test SaaS

- Solving top escalated technical cases; Meeting all SLAs; Providing Voice of Customer leadership

- Becoming top SME ‘trusted advisor’ leading to customer success, renewal and increased usage

- Learning top desired features; Writing JIRA user stories; Prioritizing Backlog, Running daily stand-up

***Channel Marketing Manager***

**BitDefender, Fort Lauderdale, FL (1/2008 – 8/2008) Cybersecurity Software**

- Implementing GTM plan for new solutions suite adding B2B to B2C core business.

- Developing and fielding demand generation marketing campaigns; Managing trade shows and lead flow

- Pioneering membership in MSP Alliance; Creating partner portal website

***Business Development Manager - Sales***

**Bematech, Atlanta, GA (2/2006 – 6/2007) Brazilian OEM Hardware and Retail Automation Systems**

- Running GTM launch in North America; Reporting to CEO of $150+ million manufacturer in Brazil

- Managing Microsoft Ecosystem relationship; Negotiating and managing $3M ARR strategic account

- Performing office start-up, strategic planning, marketing, and business dev - sales.

***Independent Contractor –* Miami Beach, FL, Panamá, Panamá (2/2003 – 1/2006*)***

- Acting as sales agent; Performing strategic alliance development for commercial enterprises

- Conducting research; Providing analysis and recommendations for Executive Branch organizations

***Sales and Marketing Manager, Caribbean & Latin* America**

**Princeton Softech/Optim IBM, Miami, FL (2/2001 – 1/2003). Enterprise Database Archiving ISV**   
- Performing analysis of potential distributors, followed by negotiation, start-up and operations

- Executing launch MDF programs (road & trade show events, advertising & incentives)

- Forecasting and managing funnel; Developing account plans; Achieving quota in 6 mos.

***PMM - Channel Development / Strategic Alliance Marketing Manager***

**Active Voice/Cisco Systems, Seattle, WA (5/1998 – 2/2001). Unified Communications & VoIP ISV**   
- Preparing/executing strategy, GTM and launch for Unity TM (today’s Cisco Unity Connection)

- Recruiting, training, managing, and motivating VARs; Prime mover to acquisition of Unity TM by Cisco

***Product Manager / Marketing Manager***

**Synrad, Inc., Mukilteo, WA (6/1996 – 5/1998). RF-Lasers and Galvo Laser Marking Systems**  
- Performing research and operational analysis to create roadmap, business plan, MRD and PRD

- Managing $3+ million advertising budget and placements; Writing copy

- Producing demand generation campaigns and content through in-house and agency resources

- Managing product lifecycle, pricing, branding, positioning, packaging and public relations

- Managing Sales Engineering, Applications Lab, Technical Writing, Software Development and international distributors

**SKILLS**

**Product Management** & **Product Marketing Management** – Conducting qualitative and quantitative market and competitive research; Developing buyer personas and writing user stories; Determining specs and market to create MRD, PRD, MVP; Managing release, roadmap, backlog, pricing, Product Life Cycle, segmentation, Managing trade shows, road-shows, and user conferences; Managing marketing budget; Supporting and enabling sales with training, case studies and presentations, Writing and editing content/copy including social media; Managing online presence; Creating messaging and demand generation for campaigns using in-house and agency resources; Managing marketing team; Managing software developers; Collaborating closely with R&D, engineering, operations, sales, and support

**GTM Program Management** – Leading transformation; Creating business plans; Developing workback and managing timelines; Synthesis and execution of plans from opportunity, needs, and competitive analysis including SWOT technique; Segmenting with sales plays to focus on ‘low hanging fruit’ for fast results; Taking corporate goals from management to formulate strategy, tactics and actions to execute GTM plans to achieve goals. Enabling partners and sales with incentives, programs, training, and materials; Developing relationships with early adopters for proof points and market intelligence.

**Partner Recruitment and Management** – Prospecting, recruiting, onboarding, enabling and managing distributor, VAR, SI, GSI, ISV, MSP, MSSP & OEM relationships including revenue forecasting, pipeline review, account planning, channel conflict and expense budgeting; Developing and implementing country-specific demand generation and digital marketing programs and conducting joint sales buddy calls; Creating training & certification partner programs. Hosting user conferences

**Strategic Alliance Development & Management** – Ability to perceive potential value from possible strategic partnerships and seek out & qualify partners; Evangelizing and networking to reach and convince decision makers; Creating Letters of Intent and legal contractual agreements.

**Cross Functional Teamwork and Leadership** – Building cohesive, collaborative internal relationships resulting in high teamwork achievement; Ability to thrive in matrixed environments; Mentoring staff.

**Communications & Problem Solving** – Presenting and convincing from C-level executive to factory-floor. Ability to quickly grasp and effectively solve political/commercial and complex technical problems.

**Technical** – Program Management, Project Management, Agile, Scrum, Gantt, Waterfall, Electrical Engineer, process control, computer vision, power, distribution, protection, UPS, Inverters, batteries, MCCs, Computer Rooms, sensors, RF-excited lasers, photonics, 3D data collection, digital photogrammetry, metrology, NIST, AI-driven analytics; VoIP, Telephony, Networking, TCP/IP, DNS, HTTP/S TLS, VM, NOC, SOAP and RESTful APIs, SPA, React, Cybersecurity MDR, vulnerability scanning, SDLC, CI/CD, JIRA, Confluence, Salesforce, Grafana, Load Testing, AWS Cloud DevOps

**EDUCATION**

BSEE - University of Washington, Bachelor of Science in Electrical Engineering

Marketing Study - University of Washington, Graduate School of Business (completing one year of core classes of two-year MBA program; Hired directly in mid-program)