Richard A. Devones

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**PRODUCT OWNER**

**SUMMARY OF QUALIFICATIONS**

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

* Collaborating and communicating internal narrative achieving Stakeholder Alignment
* Researching operation and market, Discerning requirements to create MRD, PRD, MVP
* Writing user story JIRAs defining product roadmap
* Prioritizing roadmap backlog; Assigning JIRAs to sprint and managing agile standup
* Program-managing Microsoft ecosystem partner council to learn API requirements
* Product vision and strategy - achieving total success (Cisco Unity Connection)
* GTM strategy and execution – Cisco Unity Connection & Microsoft Security Experts
* Monitoring customer feedback; Tracking KPIs including support cases and JIRAs

**BACKGROUND**

* Adaptable data-driven Electrical Engineer 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**;** ProgramManaging top partners to learn API requirements and writing API schema user stories to create Engineering Roadmap; Ideating with stakeholders and partners to author Ecosystem Strategy GTM Plan – 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 $100M+ 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

**Independent Contractor - Shelton, WA (4/2023 – 12/2024)**

- Conducting product evals and research; Providing analysis; Assisting in family business

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

***Product Lead***

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

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

- Discerning DOD requirements for Space Development Agency LEO Battle Management C2 system.

**Bridge Partners - Microsoft, Bellevue WA (10/2021 – 8/2022) Tech Marketing Consulting**

***Sr. Consultant II – Partner Ecosystem GTM Strategy Marketing Manager***  
- Program Managing technology partnerships for API requirements & GTM input; Producing roadmap

- 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

- 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

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

***Product Lead***

- Writing JIRA user stories for production bugs; Running daily bug triage stand-up

- Discerning requirements and creating Feature Requests (RFEs) for backlog

- Prioritizing backlog as a function of customer and product urgency

- Training top customers on new functionality in feature releases

- Creating documentation for product use and sales

- Conducting QA on bug fix releases, Managing release schedule

***Sr. Systems Engineer – Sr. Support Engineer***

- Monitoring support queue, investigating and writing JIRA tickets for Operations and Development

- Receiving escalated Level 1 technical cases and analyzing and solving technical AWS issues and if necessary, escalating to DevOps

- Troubleshooting network and SaaS system; Working closely with operations and agile developers through to resolution; Handling Urgent Sales escalations and upset customers adroitly

- Meeting all SLAs; Providing Voice of Customer leadership

- Authoring and posting articles to Knowledge Bank and forums and monitoring forums

- Tracking KPIs and preparing reports for management

- Member of rotating on-call team to provide 24x7 technical support; Training mentoring level 1 engineers

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

***Product Manager - Product Marketing Manager***

- Managing development, launch, positioning, messaging, and enablement for new Load Test SaaS

***Sales Engineer***

***-*** Evangelizing at trade shows conducting webinars, answering technical questions

- Discerning requirements, presenting solutions and conducting POC trials; Demonstrating on-site

- Onboarding-training-renewals; Conducting account reviews; Writing and presenting proposals.

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

***Channel Marketing Manager***

- 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; Building partner portal

***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.

***Product Marketing Manager - 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; Writing JIRA 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 and scrum team; Managing software developers; Collaborating with dev, engineering, operations, sales, and support

**Program Management & GTM** – 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.

**EDUCATION**

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