

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

- Driving product vision and strategy
- Communicating and collaborating cross-functionally to achieve Stakeholder Alignment
- Liaising with engineering, marketing, sales, support, and customers to drive projects
- Researching operation and market, Discerning requirements to create MRD, PRD, MVP
- Writing user story JIRAs defining product roadmap for SDLC SaaS product
- Prioritizing - grooming backlog; Assigning JIRAs to sprint and managing agile standup
- Monitoring customer feedback; Tracking KPIs including support cases and JIRAs

BACKGROUND

- Adaptable, data-driven Electrical Engineer maneuvering in ambiguous situations to learn, operate and achieve goals quickly; Able team and cross-functional leader
- Planning mindset and problem-solving ability with strong communication skills coupled with emotional intelligence and aptitude for developing long-term relationships

SELECTED ACCOMPLISHMENTS

- Conducting fintech marketing and sales for Latin America by pioneering new channel and direct sales; Convincing Under-Secretary of IT of Puerto Rico Treasury to be lead customer
- As Product Lead in Office of the CTO of Booz Allen – Creating roadmap for Boeing T-7A OEM agreement for commercialization of AI tech developed for defense
- As Product Lead driving strategy and feature roadmap to achieve SDLC product success; As senior SME - analyzing data and working cross-functionally to resolve commercially important and technically challenging 'revenue at risk' customer issues achieving high NPS and retention
- As Senior Consultant, serving as focal point and 'connective tissue' to develop WW partner ecosystem GTM strategy and enablement programs for Microsoft Security Experts; Program Managing 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 better partner API integrations, co-marketing and co-selling
- As Product Manager, 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 on-schedule and on-budget

EXPERIENCE

Independent Contractor - Shelton, WA (4/2023 – 2/2025)

- 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 C3 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*

- Reporting to LoadNinja Chief Architect
- Writing JIRA user stories for urgent production bugs; Running daily agile stand-up
- Discerning requirements and creating Feature Requests (RFE) JIRAs for backlog
- Prioritizing backlog as a function of customer urgency and product value
- Training top customers on new functionality in feature releases
- Creating technical user documentation and content/copy for marketing & 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 DevOps AWS issues
- Troubleshooting network and SaaS system; Working closely with operations and agile developers
- 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, content, messaging, and enablement for 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*

- 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 field research; Providing analysis and recommendations for government 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™ (today's Cisco Unity Connection)
- Recruiting, training, managing, and motivating VARs; Prime mover to acquisition of Unity™ 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