

PROGRAM/PRODUCT MANAGEMENT

Program Management / Product Management / Marketing / Strategy / Quality Assurance

Over 20 years of experience building and leading in program management, product management, product marketing and business development for leading Hardware and Software organizations involving complex products and services.

Proven successes in driving complex solutions and services comprised of multiple products, services and applications in multiple business models into successful product and service launches. Developed business strategies and marketing plans that establish thought leadership, drive awareness and aligned with corporate objectives

Defined, managed and executed strategic corporate-wide initiatives, led Program Management Offices (PMO), designed and released solutions for effectiveness of processes in various organizations.

AREA OF EXPERIENCE

- ❖ Product Life Cycle Management(HW/SW)
- ❖ Technical Collateral, Marketing Communication Development
- ❖ Quality Assurance/Customer Advocacy/
- ❖ Risk Management
- ❖ Program Management Office (PMO)
- ❖ Product and field marketing and launches.
- ❖ Product Management(Concept to Support)
- ❖ Competitive analysis
- ❖ Agile Methodology(CSM)
- ❖ E-Commerce and Cloud Services
- ❖ Cross-functional Team Leadership.

PROFESSIONAL EXPERIENCE

AUTODESK, INC

2011-Present

Business Operations & Program Management, Global Engineering

2013-Present

- ❑ Provide program management on coordination of Engineering Operation program portfolio, promoting awareness of delivered services and solutions.
- ❑ Engage with internal and external business stakeholders at various levels and across functions, identifying new service opportunities, evaluating and defining business initiatives, prioritizing business requests, provide project and service status reporting, risk and issues metrics, and ensuring that business expectation is aligned to delivery capabilities.
- ❑ Led the development of Functional Recovery Plan for the entire Engineering Operation group while engaging with corporate Business Continuity Planning organization
- ❑ Provide application support(JIRA, SharePoint, Collaborator, Service Now)

Program Manager, Suites & Cloud Platforms

2011-2013

- ❑ Successfully launched Autodesk commercial suites and education suites (2012, 2013, 2014, and 2015), total revenue of \$800M+ business yearly. Led cross-organizational program teams driving comprehensive program plan, coordinating challenging delivery schedules and working with products and business cross-functional teams.
- ❑ Created and implemented a visible solution to create and track all requirements and compliances for components, desktop products and web services products.
- ❑ Responsible for execution of productization of both desktop and services products from perpetual desktop and maintenance to subscription and cloud-based business models.
- ❑ Lead development and scrum teams with adoption of new processes during product development cycle.

TASA & COMPANY

2009-2011

Product Management & Operations Management.

- ❑ Led go-to-market strategy in multiple business models to acquire new customers and retain existing customers in local government and educational sector, successfully awarded with several US Government contracts
- ❑ Created end to end solutions for company's pipeline management, procurement activities, bidding process, sourcing activities, managed product delivery logistics and customer satisfaction.
- ❑ Competitive analysis to support key business decisions at the global, regional and local business levels.
- ❑ Managed creating of sales & marketing of promotional products and international procurement process.

SUN MICROSYSTEMS, INC.,

1996-2008

Services Product and Marketing Manager

2007-2008

<Developed and delivered end-to-end Services solution>

- ❑ Implemented global training of virtualization products and successfully installed into customer sites.
- ❑ Engaged as a communication lead with field delivery managers for global roll out and yielded more than 50% improvement of field readiness.
- ❑ Created and delivered services marketing solutions, drove launch activities to ensure services readiness and field delivery are successful in overall product deployment.

Product Manager & SW Program Manager, ESP/Systems Group

2004-2007

<Implemented/adopted key initiatives into the organization for strategic and streamline processes>

- ❑ Championed and managed adoption and improvement of key initiatives and processes; *Product Life Cycle (PLM), Business Continuity Planning (BCP), Business Systems Updates and Sun Sigma (Six Sigma), Agile/Scrum Methodology reviews.* Resulted in 100% adoption rate for all new initiatives into organization.
- ❑ As a Six Sigma Program Manager, led all Six Sigma activities and resulted in successful roll of 100% adoption of Six Sigma practices in the entire ESP organization. Six Sigma trained
- ❑ Successfully launched *Solaris Security Toolkit* software with leading cross-functional teams under aggressive schedules and overseeing other functional activities.

Program Management/Product Marketing, Volume Server Products

1999-2004

<Combined technical proficiency with consultative sales skills to increase support to the organization>

Quality Program Manager/Customer Advocacy Program Manager

- ❑ As Volume Server Product (VSP) Quality Advocate, increased VOC delivery by 40% by driving successful QA activities.
- ❑ Developed data mining strategy and models to analyze the customer's behavior to increase quality during development.
- ❑ Initiated quality improvement processes with both internal and external teams, successfully implemented *Out-of-Box Experience (OBE)* program for all VSP products which resulted in more efficient manufacturing process delivering greater quality products.

Technical Marketing Manager/Technical consultant

- ❑ Drove successful global events and provide in-depth technical support to customer escalations by developing programs to leverage channel, partners and customers.
- ❑ Led Product Readiness Group, overseeing all technical marketing materials, product readiness activities and best practices.
- ❑ Managed and mentored 6 senior direct reports
- ❑ Decreased product defect rates more than 40% by engaging *Out of Box Experience (OBE)* method during NPI processes.
- ❑ Managed and engaged field marketing and presales teams successfully to close multi-millions dollars deals.

Software Systems Engineer, Sunsoft

1996-1999

<Senior technical lead to Sun defect management system, *Bugtraq*>

- ❑ Managed support of corporate-wide defect management systems used by 15000+ employees. Responsible with executing multiple releases to stabilized the process and systems. Led development teams on design, architect, delivery, and support of the product. Designed and delivered trainings, presentations to various user groups.
- ❑ Led the implementation of next generation corporate defect management system by working with external system integrators during all phases of development and implementation.

KORAM BANK, LOS ANGELES BRANCH

1994-1995

Operation Manager / System Administrator

<Chartered to ensure IT department is ready for opening of a new branch>

- ❑ Successfully integrated all system and software requirement for opening a commercial bank.
- ❑ Managed daily profit and loss activities including all system upgrades and reports.
- ❑ Implemented tools to record changes, services requests, and problem activities for tracking purposes.

EDUCATION & PROFESSIONAL DEVELOPMENT

- Computer Science, University of Southern California, Los Angeles, California
- Six Sigma, Agile Methodology, CSM (Certified Scrum Master), Change & Risk Management, Software Development Life Cycle management(SDLC), Product Life cycle Management(PLM), Experiences in UNIX, MS/PC, MS Projects, SharePoint, Databases and JIRA/WIKI. Fluent in Korean & English