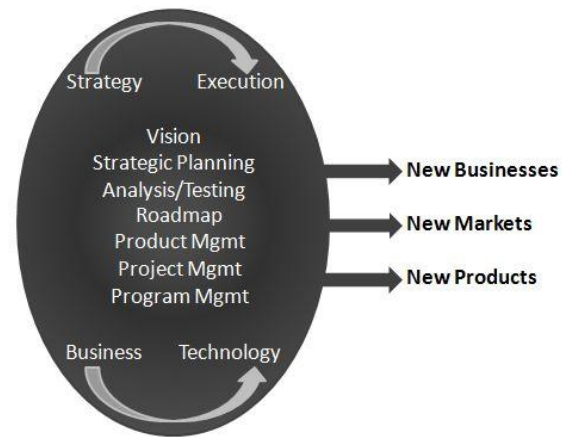


davekresta@comcast.net

Vision Wrangler: Turning vision into winning products

With proven abilities to bridge the gap from strategy to execution, and from technology to business, I help companies break new ground by developing new businesses, entering new markets, and launching new products.



Perspective

Breaking new ground requires more than a great idea. Great ideas are plentiful; the key to success is to generate ideas, vet them within a strategic framework, and then quickly deliver. Some are afraid to deliver a product or service before they perfect it. This can paralyze a company and cause it to miss valuable real-world feedback, or miss a market window. Relentless focus on delivering real customer value with a rapid feedback and response loop is necessary for success.

Highlights

- **More than 20 years comprehensive experience** in product marketing and product management for companies such as Mentor Graphics, Synopsys, RadiSys, SAS, and several startups.
- **Proven entrepreneurial abilities.** Helped raise more than \$1 million in angel funding for early-stage startup in the toughest economic climate in decades. Co-authored business plan, participated in investor due diligence and launched new product and new product category at DEMO '09 resulting in 250,000 views of launch video.
- **Successful in developing new ventures.** Skilled in creating compelling company and product visions and driving implementation with comprehensive business, marketing and tactical plans. Successes include startups such as Ontier, as well as “intrepreneurial” initiatives at Mentor Graphics and RadiSys.
- **Results-oriented.** Drove strategic planning and project implementation for BetterManagement.com/SAS, developing short and long-term plans for functionality and user experience. Grew eCommerce revenue from \$0 to \$300,000 in less than a year; quadrupled registered users to 185,000 in 4 years. Successfully managed a multi-million dollar budget.
- **Adept at creating strategic partnerships and alliances.** Envisioned and created partner program at BetterManagement.com/SAS with notable partners including Harvard Business School Publishing, McKinsey Consulting and Forbes.
- **Decisive, collaborative leadership style.** Comfortable leading cross-functional projects and managing teams with or without direct authority. Committed to helping each team member achieve excellence, providing appropriate levels of direction and oversight.

Selected Areas of Expertise

Strategy/Business plan development	Investor due diligence readiness and management
Market analysis	Go-to-market planning and execution
Market requirements documents	On-demand/Software-as-a-Service (SaaS)
Product management processes	Social Media

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Chronological Work History

VP Marketing, Ontier Inc.

2008-2009

Responsible for product management and marketing for early stage software startup. As member of executive launch team, helped raise more than \$1 million in angel funding with business plan development, financial/business modeling and investor due diligence. Successfully launched Pixetell at DEMO '09 conference, generating intense interest from press, investors, and customers. Worked with entire team to release first generation product and create first revenue from customers.

Director of Community and Analytics, Clinicient Inc.

2007 – 2008

Responsible for strategy and implementation of online community and analytical components of medical software-as-a-service offering. Developed strategy for new embedded reporting/analytics capability. Oversaw technology evaluation, performed requirements assessment and definition, developed specifications and managed project through to successful beta release. Developed strategic plan and requirements for online community development.

Director Product Management, Alliances & eCommerce, BetterManagement.com/SAS

2000 – 2006

Responsible for all product management, design and development activities for executive education portal for parent company SAS (business intelligence software vendor). Initiated customer scenario-driven product development process which was instrumental in mending broken process between engineering and marketing. Developed eCommerce, eLearning, and sponsorship strategy; oversaw development effort. Grew revenues from zero to \$300,000/yr in 1 year; quadrupled registered users in 4 years to 185,000.

Product Line Manager, Model Technology (a Mentor Graphics company)

1998-1999

Responsible for a broad range of product management and marketing activities for \$60 million/yr product line of electronic design automation (EDA) software tools. Developed an entry-level product strategy. Identified, negotiated and managed several multi-million dollar OEM relationships to support strategy. With calculated risk taking and persistence, the team maintained a #1 market leadership position, achieving 20% annual revenue growth rates in a slowing market.

Marketing Manager, RadiSys Corporation

1996 - 1998

Responsible for all marketing activities for startup division focused on Windows NT real-time software. Managed a small high-impact product and technical marketing team through all aspects of product launch including product definition, media relations, competitive analysis, distribution and sales. Product was later spun-off as a successful standalone entity.

Product Manager, Senior Software Engineer, Synopsys Inc.

1988 - 1996

Responsible for all product marketing and product management functions. Engaged world-wide sales force to grow the business from \$1 million to \$5 million. Worked with Motorola and Intel, to define, fund and roll out numerous product extensions. Designed and developed complex simulation and verification software.

Education

Certificate, Managing Technical Professionals & Organizations, *MIT Sloan*, 2006

Masters of Business Administration (MBA), *Portland State University*, 1994

Bachelor of Science, Computer Engineering, *University of Michigan*, 1988