

EVAN FELDMAN

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DIRECTOR OF PRODUCT PLANNING & MARKETING

Results-driven executive with extensive experience planning, developing, and marketing innovative software, hardware, and service solutions for mobile devices. Draws upon a rare blend of user research, product planning, and marketing expertise to implement and manage complex product roadmaps from inception to market launch, customer support, and next-generation product development. Founding member of multiple incubation projects in environments ranging from startup businesses to Fortune 100 companies. Highly effective at managing high-performance multi-functional teams, building dynamic collaborative relationships with internal and external business partners, and overseeing relationships with international distributors and manufacturers. Demonstrates an in-depth understanding of balancing functionality and technology with user needs, desires, and usability.

CORE LEADERSHIP QUALIFICATIONS

- Technology Product Innovation
- User Research Methodology
- New Product Introduction & Launch
- Product Roadmapping
- Marketing Strategy & Design
- Communications & Messaging
- Off-Shore Product Manufacturing
- Go-To-Market Planning
- Cross-Functional Team Leadership
- Joint Venture Alliances
- P&L / Budget Management
- High Impact Presentations

PROFESSIONAL EXPERIENCE

VARIA MOBILE, Seattle, WA

2007 to 2009

A development-intensive startup venture, formed by a management buyout of AOL's wireless division, which produced wireless content delivery systems for product carriers and consumers.

DIRECTOR OF PRODUCT PLANNING & MARKETING

Directed all aspects of product planning and marketing, which included overseeing the overall product direction, for line of Rhapsody ibiza wireless portable media players. Managed financial modeling, revenue projections, and operating budgets for the company. Coordinated the activities of the development organization, which included 26 developers, to ensure overall schedule and deliverables for the product line were met. Interfaced directly with retailers and product reviewers to pitch and demonstrate the product benefits.

- Launched Rhapsody ibiza line of PMPs, which received technical acclaim from key technology product review forums such as *Cnet*, *Yahoo Tech*, and the *LA Times*.
- Spearheaded the development of the first WiFi-enabled PMP player (3rd generation) that could be sold for under \$100 through aggressive component sourcing and design modifications. Reduced production cost of the original design by more than 50%.
- Developed product specifications and design concepts for cellular connected media and social networking devices to be used by a variety of manufacturers, carriers, and content providers such as *T-Mobile*, *Orange Sky Entertainment Group*, *RCA*, and *Haier*.
- Developed a product roadmap/strategy that generated extremely positive response from major retail customers.

AOL, Seattle, WA

2006 to 2007

American global Internet services and media company that once had more than 30 million subscribers across several continents, which merged with Time Warner.

DIRECTOR OF PRODUCT MARKETING

Hired to lead the portable platform strategy for the new wireless division formed by the merger of recently acquired *Wildseed, Ltd.* with the *Tegic Communications* predictive text division. Conducted extensive worldwide quantitative and qualitative ethnographic research that provided detailed data illustrating how users in cultures throughout the U.S., Europe, and Asia acquired, managed, and utilized media for various devices and technologies.

- Created detailed pitches and marketing requirement documents that presented clients with the opportunity to provide their customers with a compelling content experience, across multiple device platforms, by integrating AOL's content services and technologies with their own.
- Collaborated with major Korean cellular provider, *KTF*, to produce the product roadmap for integrating with AOL's service platform. Closed initial \$500,000 deal, which was the first step for securing far more lucrative next-generation device opportunities.
- Developed and managed all communication and messaging, from concept to media / analyst demonstrations, for major trade events including *CITA*, *3GSM*, and *CES*. This included tie-ins with projects outside of the wireless space.

MICROSOFT CORPORATION, Redmond, WA

1995 to 2006

A multinational computer technology company that develops, manufactures, licenses, and supports a wide range of software products for computing devices.

RESEARCH MANAGER, WINDOWS MOBILITY (2004-2006)

USER RESEARCH MANAGER, TABLET PC (1999-2004)

USER RESEARCH LEAD, MS FINANCE PRODUCTS (1995-1999)

Managed overall research impacting product planning of several key software and hardware products, with a focus on improving the customer experience. Led multiple new product development initiatives in collaboration with diverse internal and external stakeholders, which included conducting primary research to developing product specifications. Managed 8 direct reports and held budgetary responsibility for up to \$1 million. Product lines included *Windows Mobility*, *Tablet PC*, and *MS Finance Products*.

- Created and managed first joint venture with *Intel* for studying computing needs and usage in mobile situations, which led to the first designs and marketing of mobile Internet devices and netbooks.
- Collaborated with OEMs and ODMs to develop functional and feature requirements for highly portable computers, which enabled them to refine their roadmaps and product features based on a better understanding of user and market needs.
- Developed initial feature and functional requirements for Tablet PC, a product introduced by Bill Gates at the Comdex 2001 that received many awards for technology innovation.
- Piloted a major shift in product research by re-directing the focus from finding applications for existing technologies to identifying technologies that solved user needs.
- Initiated an innovative new approach for Microsoft Money, emphasizing user experience over simplified measures of product usability, which contributed to significant gains in market share and closed the gap with major competitor, *Intuit's Quicken*.

COMPAQ COMPUTER CORPORATION, Houston, TX

1993 to 1995

Once the largest supplier of personal IBM-compatible computing systems in the world, which was acquired by Hewlett-Packard in 2001.

HUMAN FACTORS ENGINEER

Developed continual improvements in product design and customer experience for multiple hardware products and software applications. Created and implemented software and industrial design directions for a variety of products.

- Introduced in-depth ethnography to promote a better understanding of the use of servers in a corporate environment, which provided the impetus for numerous product innovations such as hot-swappable components, rack-mounted servers, and optimal usage of built-in pointing devices.
- Specified, designed, and prototyped an on-computer diagnostic display that slashed the amount of time required for making critical device repairs.

LOCKEED / NASA, Clearlake, TX

1990 to 1993

A leading global security company principally engaged in the research, design, development, manufacture, integration of advanced technology systems, products and services.

HUMAN FACTORS RESEARCH ASSOCIATE

Conducted and managed research projects on astronauts and mission controllers for understanding computer interactions with manned space flights. Designed experiments and tested astronauts on ability to interact with computers in zero-gravity situations.

EDUCATION

Master of Arts, Cognitive Psychology, Plus work towards PhD – RICE UNIVERSITY
Bachelor of Arts, Psychology, Departmental Honors – FRANKLIN & MARSHALL COLLEGE

TECHNOLOGY SKILLS

Hardware: High-level architecture for Consumer Electronic Devices and PCs
Software: Proficiency with multiple Operating Systems and most Mainstream Computer Programs
Networks: Extensive Cellular and Wi-Fi network experience

See addendum for listing of professional publications and patents
