

## **James Reekes**

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### **Summary**

Product manager with 20 years experience seeks a progressive company to help maximize their product strategy. Possesses a deep understanding of technology, market dynamics, and the product development process. Strengths include market analysis, product strategy, vision, and positioning. Demonstrated ability in the creation of prioritized, concise, and business oriented product plans.

- Creating product vision and guiding strategy from conception to profitability.
  - Extending product's life through new market opportunities and brand development.
  - Balancing features and resource requirements with development schedules.
  - Coordinating engineering, marketing, sales, and support with customer requirements.
  - Identifying strategic markets, compiling competitive analysis, and defining products.
  - Developing competitive selling strategies and assisting sales in closing deals.
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### **Professional History**

#### **280 Group – Silicon Valley, CA**

*Senior Product Manager (Jan 2003 - present)*

Providing consulting services for a diverse set of clients ranging from software products to web sites, specializing in product vision, design, user interface, requirements, technical specifications, marketing collateral, competitive analysis, positioning, and branding.

#### **Meeting Maker – Waltham, MA**

*Director of Product Management (May 2001 - Jan 2003)*

Responsible for all product decisions and establishing project priorities. Positioned the company for entering new markets. This startup grew to be a profitable company.

- Managed an exhaustive user interface study resulting in dramatic improvements in usability, and increasing customer satisfaction while reducing costs by 35%.
- Expanded the company's product line, increasing revenues from \$6 to over \$10 million.
- Marketed the company vision and product roadmap to press, analysts, and customers. Created 300 new accounts in the first year, producing a three-fold increase in revenues.
- Pitched strategy to board of directors and investors, securing a second round of funding.
- Created plans for Outlook and Exchange integration. Produced a new product offering in just a few months, doubling the sales pipeline within a year from \$2.5 to \$5 million.
- Led a major development project based on the emerging technology of Web Services producing product line integration and partnership opportunities.
- Designed a mobile phone application working with Qualcomm's CIO. They made this product its "killer-app" showcase application used in customer presentations.
- Defined strategic acquisitions to increase the company's value leading to four mergers.

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## **Kerbango/3Com – Cupertino, CA** *Chief Architect (May 1999 - April 2001)*

Designed the architecture and user interface of the world's first Internet appliance, the Kerbango Internet Radio. Looking and behaving like a conventional radio, its debut at the Consumer Electronics Show was awarded "Best of Show". Startup company was acquired for \$80 million.

- Developed the radio's client-server tuning Web Service, later adopted by Apple's iTunes.
- Designed a jog wheel and hierarchical menu interface predating the popular iPod.
- Led the initiative to be an early adopter of Linux for an embedded platform.
- Responsible for porting the Real Networks RealPlayer to an Internet appliance.
- Managed technical partnerships and outsourced projects.

## **Apple Computer – Cupertino, CA** *Senior Software Architect (April 1988 - May 1999)*

Managed the design, implementation, and maintenance of a patented cross-platform audio architecture.

- Original and longtime member of the elite QuickTime team.
- Responsible for numerous releases of operating systems and hardware products.
- Instrumental in the promotion of audio as a key technology for personal computing, including the creation of the famous Macintosh startup sound and the Sosumi beep.
- Supported the development of multimedia products such as Mercer Mayer's Just Grandma & Me, Myst, Macromedia's SoundEdit, Bias Peak, Intelligent Music M, Great Wave ConcertWare, Articulate Systems Voice Navigator, Rainmaker Research Thunder, Adobe Premiere, Opcode Vision, QuickTime Movie Player, HyperCard, Final Cut, and the enhanced Audio CD.

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## **Skills**

Excellent communicator, authoring and presenting for: Apple, IDG Books, Addison-Wesley, Byte Magazine, Audio Engineering Society, and live audiences numbering in the thousands.

Authoring documents such as: market requirements document, product requirements documents, roadmaps, white papers, technical specifications, competitive analysis, strategic plans, messaging/positioning, vision/mission statements, and presentations.

Presentation tools including: Word, PowerPoint, Excel/Chart, Photoshop, FrameMaker, QuickTime, multimedia, webpage creation, DVD creation, sound design, and audio editing.

Software development including: C/C++, Object Pascal, assembler, Code Warrior, GCC, MPW, shell scripts, AppleScript, Python, XML/HTML, Macintosh, Linux, Windows, Palm

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## **Education**

Music Composition and Theory, California State University Fullerton (1978-1981)

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