

James Reekes

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Summary

Product Manager with 20 years experience assists progressive companies to maximize their strategy. Possesses a deep understanding of technology, market dynamics, and the product development process. Strengths include market analysis, vision, and product strategy.

- Creating product vision and guiding strategy from conception to profitability.
 - Producing concise and prioritized business oriented product plans.
 - 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.
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Professional History

280 Group – Silicon Valley, CA

Senior Product Manager (Aug 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.

- Cisco – trained 100 managers and executive management, defined their product management process based on industry best practices
- Toshiba – trained 100 managers and executive management
- GuardianEdge – led product management for one year
- SAP – authored a business case oriented MRD in four weeks
- MicroMentor – authored a technical PRD in three months
- ExtendHealth – authored a detailed PRD and managed a sophisticated web site design

GenArts - Cambridge, MA

Director of Product Management (March 2009 – Nov 2009)

The premier provider of specialized visual effects software for the film, broadcast and video industries, founded in 1996, they set the standard for high-end visual effects creation.

Meeting Maker – Waltham, MA

Director of Product Management (May 2001 – Aug 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.

- Improved usability, increasing customer satisfaction while reducing costs.
- Increased revenues by expanding the company's product line.
- Developed company vision and product roadmap.
- Pitched strategy to board of directors and investors, yielding additional funding.
- Produced a new product offering in just a few months, doubling sales.
- Designed the showcase "killer-app" application for the CIO at Qualcomm.

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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 with "Best of Show."

- 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 UI.
- 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.

Skills

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

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

Presentation tools: Word, PowerPoint, Excel/Chart, Photoshop, FrameMaker, QuickTime, interactive multimedia, web pages, DVDs, sound design, and audio editing.

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

Education

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

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