

Peter Ghali

<http://www.linkedin.com/in/ghalipeter>

<http://www.peterghali.org/>

@pghali

108 Keppoch Ct. • Apex, NC 27502 • Phone: 919-414-4894 • E-Mail: peter.ghali@gmail.com

Summary

- 20+ years of experience with a demonstrated ability to provide thought leadership, research, and analysis to drive product and business vision and work with cross-functional teams to deliver results.
- Driven and focused product management leader with a proven and established track record of producing quality strategic, financial, and customer/market centric analysis to drive product vision and definition.
- Experienced manager with a history of mentoring and managing people to realize their potential, build better products, and grow their careers.

Experience

MaxPoint – Senior Manager of Product Management

April 2014 – Present

- Led the development and market launch of our Customer Catalyst product. Drove the vision, objectives, and roadmap for the product. Acted as product evangelist with Sales in customer meetings and presentations.
- Led the development and launch of MaxPoint's Audience Data product including working with multiple external partners to deliver customer value.
- Managed Advertising Product Management team responsible for all major aspects of MaxPoint's main revenue generating product. Responsible for establishing product roadmaps, product development, and product training for Managed Service Advertising product.
- Led our Analytics and Technology Product Management through close partnership with engineering and analytics.
- Successfully balanced the tactical product and project management while focusing on longer term strategic initiatives and team evolution

Progress Software – Principal Product Manager

November 2013 – April 2014

- Led our product pricing proposal including competitive analysis, pricing calculator, revenue and COGS modeling and presented to management for approval.
- Created both 1-year and 3-year product roadmaps to help guide our development and strategy.
- Coordinating the creation of our product vision, user personas, and key use cases to help guide product investment.
- Led our internal beta initiatives and worked with external early adopters to get product feedback before launch.
- Prepared product update presentations to executive management.
- Worked closely with engineering management and UX to gain better visibility into product features and provide more visibility to management regarding current iterations and development.

Intuit – Manager of Product Management

June 2012 – November 2013

- Managed a team of product managers leading our GE Product integration. This included coaching in setting overall product vision, fiscal year product plans, objectives, and roadmaps.
- Responsible for product management and launch support for Intuit Health's first mobile application. Drove requirements, roadmap, vision, and making a case for additional resources to support our execution. Created several sales enablement artifacts such as: Objection Handling/FAQ, Internal Release Notes, Training presentations, and product videos.
- Mentored several employees on different product management projects including launching our API online documentation, working with key partner integrations, and our sign-up process.
- Implemented new agile practices in order to drive improved transparency and focus on top business objectives.

iContact\Vocus – Senior Manager, Product Management

Oct 2011 – June 2012

- Managed and lead a team of business strategy associates focused on strategic, product, financial, and customer data analysis impacting financial projections, product marketing, revenue marketing, and product development.
- Performed cancellation/churn analysis, support case analysis, market research/sizing, and competitive analysis in order to create actionable insights for our strategy and product.

- Worked with the team to evaluate different strategic directions and recommend an overall course of action. Assessed market landscape and needs in order to create valuable insights for senior leadership.

iContact – Senior Product Manager/Product Manager

April 2009 – Oct 2011

- **Social Media Strategy**
 - Defined Social Media Strategy including working with development/QA/UX to launch our initial solution. Took over project after the team struggled and was able to turn the team around and launch an even better solution
 - Drove Social Media thought leadership with several iContact blog posts and white papers.
 - Performed Market and Competitive analysis as inputs to our strategy
- **iContact for Salesforce – 2010 and 2011 Best Mass Email Award Winner**
 - Led our iContact for Salesforce Product Development from inception to post-launch including managing vendor relationships, defining requirements, competitive analysis, partnering with product marketing for data sheets, landing pages, and marketing launch.
 - Authored Sales Enablement materials such as: Elevator Pitches, Competitive Differentiation Points, Objection Handling FAQ, and Key Talking Points to support iContact for Salesforce Product Launch
 - Developed the business and pricing model in conjunction with market and competitive analysis. Worked very closely with Marketing, Sales and Account Management to launch the product. *Received an Outstanding Performance Award for this work*
- **Mobile and API Product Launches**
 - Drove iContact's Mobile Strategy and Implementation. Launched iContact for iPhone and iContact for Android. Drove our product definition, design, and market launch. Drove the vendor selection process, managed the vendor through daily and onsite meetings, and worked with training and marketing to launch the product. Launched both of these products successfully
 - Worked with Sales as iContact API subject matter expert. Presented and assisted prospects and clients with their API integrations. *Received an Outstanding Performance Award for this work*
 - Led our iContact API 2.0 initiative including EOL plan for API 1.0 as well as serving as subject matter expert for API questions. Crafted API training materials for Sales and Support and held in person training sessions. Supported product marketing and developer communication efforts for API
- **Other Duties/Tasks**
 - Represented iContact at several tradeshows including presenting at adTech in 2011
 - Agile (Scrum) Product Owner - Defined Prioritized product backlogs, coordinated Sprint work as a member of Scrum development team. Coordinated and drove our Sprint Review Presentations. Experience leading multiple scrum teams
 - Crafted pricing business model for Partner Platform. Included competitive analysis and market positioning

Motricity – Senior Product Manager

Jan 2005 – April 2009

- **mCore Gateway Product Management**
 - Managed a team of seven individuals in defining our product offering and program/project managing for the Gateway Product. This included personnel decision making, mentoring new employees and providing guidance to ensure smooth product launches
 - Redefined our product development process, which resulted in increased transparency, productivity, and customer benefit. As a result, Gateway team was able to launch new features on schedule and in parallel with other activities.
 - Primary author of sales enablement presentations to drive new sales and support account management
 - Partnered with Sales and customers to define new features in order to increase revenues.
- **Smartphone Product Management**
 - Defined next generation e-Commerce platform for direct to consumer sales of smart phone software. This included competitive research and requirements gathering with numerous stakeholders include general manager, marketing, engineering, developer relations, and quality assurance
 - Project management next generation PocketGear website. Took the project from vaporware to reality overcoming numerous obstacles. Worked closely with Dev/QA to ensure that scope creep was prevented in order to deliver on time.

- Managed a small team leading our Smartphone product and project management for clients such as Palm and Sony Ericsson. Authored requirements and mentored junior project manager
- **Led Motricity's Mobile Music and Video Initiatives**
 - Created and articulated a Mobile Media Vision (music/video) strategy and vision and presented to several executives to drive consensus. This included business cases for both mobile video and music including market opportunity, strategic impact, competitive analysis, and thorough financial analysis including estimating cash flows, NPV analysis, and time to break even analysis
 - Authored a Mobile Music Situation Analysis describing the overall mobile music market determining critical success factors in driving our solution. This included market data, insights, customer segmentation information
 - Acted as Motricity's SME in presenting our media goals and product capabilities to several customers.
 - Authored an RFP for a key solution partnership, analyzed partners including customer visits and follow-up evaluations, established a short list and worked with engineering to select a final partner. Worked with several stakeholders and lead all aspects of managing various partners and making a case to acquire funding.
 - Authored numerous product requirements documents to guide development in cost exercises.
- **Product Managed Motricity's Client API initiatives**
 - Presented strategic vision, including market issues, competitive pressures, and SWOT analysis to create a strategy that would leverage strengths to take advantage of opportunities while mitigating weaknesses
 - Drove the prioritization and feature development for the Client API 2.3 release. This included authoring requirements based on feedback from customers and all stakeholders
- **Product/Project Managed eReader.com and associated client technology**
 - Defined product strategy and business plans highlighting revenue-generating opportunities
 - Performed data analysis to assist in possible partnership opportunities to guide discussions and ensure profitability
 - Led development efforts of eReader Pro 3.0 including defining requirements, championing a new development process, and working closely with the cross functional team including merchandising and quality assurance. Worked closely with graphic design and server teams to create landing pages. Project managed the entire process utilizing weekly cross-functional team meetings
 - Took the initiative to train merchandising personnel on using web analytic tools and tracking key performance indicators. Also made suggestions to increase traffic and adoption such as free eBook promotions.
 - Performed financial and competitive analysis to support the development of eReader Pro for Windows Mobile.
- **Product Managed Motricity's Fuel™ DRM Solution**
 - Analyzed current DRM provider and led the cross functional effort to significantly lower spending on our DRM solution without sacrificing customer quality or features
 - Performed market and financial analysis to guide Motricity's office DRM policy and worked closely with account managers and customers to share insights
 - Researched various patents to learn and shared knowledge with various teams including the legal team
- **Other Duties/Tasks**
 - Held several Lunch and Learns on financial analysis techniques (NPV, Time To Break Even, Option valuation techniques). Also held other Lunch and Learns regarding using Microsoft Visio and Web Analytic Tools
 - Led the effort, including procuring funds, to partner with the NCSU Library to gain access to various research periodical and tools to assist in strategic/business planning and engineering technical analysis
 - Attended several industry trade shows representing Motricity
 - Developed a Device Management Tool to fill a key technical gap in our technology. Worked closely with stakeholders to ensure proper workflows. Authored documentation in support of this work
 - Contributed to other initiatives regarding key customers such as Cingular and Motricity's Direct-To-Consumer business group. This included authoring a business cases and requirements documents in support of a major initiative and performed feature comparisons to assist development efforts
- Assisted in numerous RFP responses. Received a personal "Thank You" note from the CEO for these efforts

Motricity – Software Developer

June 2004 – Jan 2005

- **Software Development for the eReader Product Client**
 - Led the initiative to make a case for the development of the RSVP feature in support of reading on mobile devices

- Contributed to the development of a client for the Symbian Operating System to grow the total addressable market for the eReader Product
- Contributed ideas regarding improving sales on eReader.com

BioMerieux – Software Developer

July 2002 – June 2004

- **Software Development for the BacT/Notify™ Product**
 - Evaluated and developed an email solution using the JavaMail™ API to send and receive emails.
 - Wrote both functional and unit tests to ensure quality software was delivered on schedule.
 - Worked with other engineers to develop a high-level architecture for the Notification framework, which was an essential part of the new application.
- **Software Development and debugging for the Observa™ Product**
 - Investigated the ability of Java to add Unicode translation capability for non-Latin character based languages such as Greek and Polish.
 - Fixed several software flaws during the validation phase of the product development
 - Fixed several issues regarding the migration of the code base from Java 1.2 to Java 1.4.1 after the product was released.
- **Other Duties/Tasks**
 - Worked with and managed a contract employee to learn more about using CVS as a new repository for code development. Shared all information with the rest of team via one on one discussions and presentations.
 - Educated the rest of the software development team regarding the use of a new development environment for future projects.

Object Technology International - IBM – Software Developer

Aug 2000 – May 2002

- **Technology Compatibility Kit (TCK) Testing and Debugging**
 - Worked with a team of engineers to ensure that the IBM J9 VM was compliant according to the reference implementation. This involved running thousands of TCK tests (VM, Language, and API) and explored various failure mechanisms (invalid class files, class verification, out of memory errors)
 - Ran the MIDP and CDC TCK test suites to ensure that IBM class library versions of MIDP and CDC were also compliant. Debugged numerous issues
 - Acted as a liaison between testing and the VM and Class Library authors to explain the test and issues involved. Suggested possible solutions and verified solutions.
 - Provided written documentation and evidence to remove invalid tests. This work involved a thorough understanding the Java VM Specification, Java Language Specification, and the API specification.
 - Documented all results via paper and web site. This included publishing our testing process, current status, and all other related information.
 - Worked with and trained co-op students to assist in TCK testing.
- **WebSphere Studio Device Developer 5.0 (WSDD) Font Wizard Plugin**
 - Developed and tested a graphical plugin font wizard to allow easy creation of embedded fonts in WSDD.
- **Other Duties/Tasks**
 - Responded to customer issues on IBM newsgroups. Customer issues involved products such as: IBM WebSphere Studio Device Developer, J9™ VM, and various class library issues.
 - Developed several JUNIT test cases to ensure that OTI's AWT implementation performed as expected.
 - Solved customer problems by debugging and writing test cases to isolate issues.
 - Developed a newsgroup summary Python program that recorded the number of posts by various posters given a newsgroup name.
 - Setup a local Bugzilla installation running on Linux for the entire lab to use. This was done to assist both myself and other engineers who were working on side projects.

Analog Devices – Product Development Engineer

Aug 1998 – Aug 2000

- Analyzed data to make test software algorithm adjustments in C to meet customer expectations and significantly lower cost.

- Significantly improved yields by working with manufacturing to devise and run experiments for the AD9054A product (8 bit analog to digital converter).
- Enhanced yields by devising experiments and analyzing test data to optimally set product testing limits for the AD94983 product (triple 8 bit analog to digital converter).
- Created a Yield Analysis tool using Visual Basic to assist in data analysis
- Developed a group web site to submit weekly information and share data using CGI/PERL and HTML

Intel Corp. – Product Development Engineer

May 1996 – Aug 1998

- **0.4um Flash Yield Improvement**
 - Worked with management to understand yield expectations, staffing levels, and schedules.
 - Analyzed various yield limiters to dramatically improve yields by 24 die per wafer on one product and 10 die per wafer on another 0.4um product.
 - Learned more about general test methodology, interpreting post packaging test information, electrical and physical failure analysis techniques.
 - Mentored and coached new engineers in the tools and methods of failure analysis.
- **Studied and scrutinized “Slow Wordline” problem affecting 0.4um process**
 - Designed and performed various electrical experiments to eliminate various possible causes of this issue.
 - Worked with other engineers to performed physical failure analysis using tools such as the focused ion beam (FIB), scanning electron microscope (SEM), and Emission Microscopy (EM).
 - Provided thorough documentation to explain root cause of this issue to other engineers to ensure corrective action.
 - Received a recognition award for doing a “first class job and summarizing the result in a clear and concise manner.”
- **Investigated Floating Node issue on 0.4um process lead vehicle**
 - Investigated and found root cause of a major quality problem for the lead product on the 0.4um process using electrical and physical failure analysis. This issue was the biggest failure mechanism during qualification of this product.
 - Developed and quickly proliferated a method for quickly detecting this issue.
 - Provided data that was critical in assessing the risk and customer impact of this issue. The analysis gave the team confidence that the impact to the customer was small and that more than one million units did not need to be scrapped.
 - Executed follow-up validation work to prove that the fix for this issue worked.
- **0.4um Flash Manufacturing improvement to eliminate unnecessary quality testing**
 - Implemented improvements two quarters ahead of schedule reducing the need to purchase burn-in capacity, lowering product costs, and decreasing throughput time.
 - Worked with quality and reliability engineers to complete reject validation and failure analysis to remove unnecessary burn-in for 0.4um products.
 - Coordinated data sharing and documentation
- **Other Duties/Tasks**
 - Developed a team web site to share data and team documentation. Received a recognition award for this work.
 - Worked with a fellow engineer to conceive, design, and compile a new hire handbook for the entire division. Received a recognition award for, “recognizing a legitimate need and owning the solution”.
 - Set up a team-building event. Received a recognition award for my, “initiative and effort”.

Peter Ghali

<http://www.linkedin.com/in/ghalipeter>
<http://www.peterghali.org/>
@pghali

Education

Master of Business Administration

May 2007

North Carolina State University (Product Innovation Management Concentration)

Courses included: Strategy, Finance, Marketing, Product Design and Development, Project Management, Managing People in a High Tech Environment, eCommerce, Economics, etc.

B.S. Electrical Engineering

May 1996

North Carolina State University - Graduated Magna Cum Laude with 3.55 GPA

- Completed University Scholars Program
- Member of Eta Kappa Nu (Electrical Engineering Honor Society)
- Student member of IEEE (Institute of Electrical and Electronic Engineers)

B.S. Computer Engineering

May 1996

North Carolina State University - Graduated Magna Cum Laude with 3.55 GPA

- Dean's List 7 semesters
- Invited to be a member Phi Eta Sigma Honor Society
- Invited to be a member of Tau Beta Pi Honor Society

Other Coursework\Skills

- Completed iContact Management and Leadership Program
- Completed Motricity Leadership Training Program
- Certified Scrum Product Owner
- Pragmatic Marketing Certified
- Attended and presented at multiple local ProductCamps.
- Completed an Object Oriented Design and Analysis 4 day course focused on UML