

AARON T. HYDE
Cary, North Carolina

SUMMARY

- 17 years of industry experience including Technology Evangelism, Product Management/Marketing and Business Relationship Development.
- Broad experience with Internet products, software applications, operating systems and frameworks, and digital media hardware and software (audio, video, PDA wireless/smartphone).
- Leader of cross functional teams that successfully launch products, technology platforms and OS services, and recruited industry leaders for business alliances for world wide product launches.
- Helped start-ups to Fortune 500 companies develop product specifications/requirements, customer/market requirements and marketing strategies for successful product delivery.
- Proven team player, with track record of delivering objectives on schedule.

CONSULTING HISTORY - 1994 to Present

Tadpole Computer, Inc. - Internet Marketing/Research - New Product Launch

- Identified and secured key, no cost exposure placement for client's new SPARC notebook with target market.
- Developed and executed online marketing strategy to create awareness of new product with target market.
- Developed strategy to cultivate and improve customer relationships through Internet forums.

Palm Computer, Inc. - Market Requirement Development and Product Management

- Completed the development of Palm's Multimedia Framework MRD for a new Palm OS release to address licensees needs for wireless and local multimedia content. Interfaced with internal and external business partners and customers to defined platform functional and technical requirements.
- Analyzed technologies and companies for possible acquisitions to address MRD needs. Saved company millions of dollars by advising against certain technology acquisitions that didn't fit their needs and objectives.

pcFirst, Inc. - Competitive Analysis/Market Research

- Performed competitive analysis for VP Product Marketing to assist company in developing product positioning, marketing strategy, and identifying new product features and services to establish leadership in automated upgrade market segment.
- Established competitive matrix tool for ongoing analysis and product planning. Analysis resulted in refining marketing position and new features to create greater product/service differentiation.

Bitlocker - Acting Senior Product Manager

Business Development and Strategic Planning

- Reported to Director of Product Development/Management to develop web content strategy, redesign of web application user interface and design of a new online interactive training tool.
- Developed and managed relationships with content partners to fulfill content strategy requirements.
- Created revenue models and database publishing application models to leverage companys' web-based service.

Adobe Systems, Inc. - (Acting Product Manager and PDF Security Evangelist)

Acrobat Forms Business Development/Evangelism

- Reported to Director of Acrobat Product Management to manage the development and shipment of Acrobat Electronic Forms product.
- Developed business plan to expand the support and drive the adoption of Acrobat Forms technology to increase company revenue through a partner alliance program.
- Developed relationships with and recruited leaders in digital certificate and biometric signature technologies such as Verisign, Entrust and PenOp, to adopt and support Adobe's Digital Signature Framework for electronically signing of Acrobat Forms and PDF's.

Adobe Systems, Inc. - (Acting Product Manager)

Acrobat Product Management

- Reported to Director of Acrobat Product Management to perform product management responsibilities for the worldwide distribution of Acrobat product for retail and Internet distribution. Developed revenue projections.
- Interfaced with sales force and customers to develop requirements for new Acrobat product targeted for business users.

Adknowledge, Inc. - Competitive Analysis and Strategic Planning

- Consulted with Director of Product Management to develop evangelism strategy for establishing a standard for data interchange among web-based advertising management systems, which resulted in 10 company competitors adopting a standard interchange format for Internet ad management systems.
- Performed competitive analysis for to identify first, second and third tier competition to formulate more effective product positioning/messaging, identify marketing opportunities and product feature sets to stay ahead of competition.

Connectix Corporation - Product Management and Training

- Reported to VP of Marketing. Contracted to coach new product managers in all aspects of product management/marketing and business development to increase their effectiveness.
- Created a customized Product Marketing Guideline manual, which provided tools for product managers, covering all aspects of their responsibilities for successfully defining and shipping a product. The guideline document became the training and reference manual for all marketing department employees.

Connect Inc. - User Interface Redesign and Strategic Planning

- Consulted with Director of Education Marketing to design a new user interface for company's online service product for the education market, which resulted in a better user experience for their customers.
- Collaborated with the Director to develop a strategy to increase their user base to meet their revenue objectives.

Apple Computer, Inc. - Product Marketing/Evangelism

- Consulted with Senior Product Manager on strategy and tools to promote a news component document technology called OpenDoc and drive its adoption.
- Created demonstration software concepts and presentation scripts to communicate technology benefits and marketing messages. Managed development team responsible creating software components.
- Created and conducted hands-on training booth for tradeshow demonstrations. Adopted demo for sales force use.

USWest Communications (Qwest) - Third Party Developer Program Development

- Developed a third party developer program plan for new network services organization to recruit and support content and application developers.
- Consulted with market segment directors to identify/screen content and application providers for service.

EMPLOYMENT HISTORY

Quark, Inc., Denver, CO

1993 - 1994

Product Manager, QuarkXPress

- Launched the company's Macintosh PowerPC-based application, managing a cross-functional team of six.
- Created the company's first third party marketing tool, a CD-ROM, that included demonstrations of software to illustrate to users how Xpress can be extended to increase their productivity.
- Developed product revenue projections.

Multimedia Architect Evangelist, System Software Evangelism, Developer Relations

- Developed the worldwide evangelism strategy for driving the adoption of Apple's multimedia technologies, which included Quicktime, MIDI, animation and audio, by third party developers across all market segments .
- Managed relationships with existing partners, identified new partners and technology use's, and created demonstration tools for tradeshow, sales and internal presentations.

System Software Specialist, System Software Evangelism, Developer Relations

- Developed the worldwide system software seeding and business development strategy for driving the adoption of system software technologies by third party developers.
- Created business alliance with Dataviz to incorporate their documentation translation technology in the Mac OS.
- Responsible for such products PC Exchange, AtEase, System 7.x releases, and XTND technologies.

Information Specialist, Apple Consultant Relations

- Managed a team responsible for developing and managing a system for recruiting and certifying Macintosh consultants through the USA who provided various technology services to Apple's large customers.
- Managed the production of a consultant directory, which was made available to large business and higher education customers.

Database Administrator, Apple Strategic Relations

- Managed the development of database responsible for tracking strategic partners throughout the USA.
- Saved the department thousands of dollars in development cost by creating a more effective project management process.
- Collaborated with IS development to model database and to create a system that could be accessed by Apples sales force throughout the USA.

HR System Specialist/Business Analyst, Human Resources Systems Group

- Business analyst, programmer and trainer on team responsible for developing company's first centralized HR database system.
- Developed business rule requirements, training system and tools for the system's ad hoc reporting system, and system level tools for analyzing system workload for performance tuning.
- Conducted training sessions across the USA for HR department specialist who would use the system.

EDUCATION

Bachelor of Science Computer Science (Minor: Math), University of Southern Mississippi, Hattiesburg, Mississippi

Additional Education:

- Principles of Product Management - Foothill College, Los Altos, CA.
- Strategic Planning and Competitive Analysis - American Management Association, Boston, MA.
- Effective Communications - Decker Communications, Sunnyvale, CA

STRATEGIC/TACTICAL SKILLS OVERVIEW

Product Management/Marketing
 Business Development/Evangelism
 Competitive Analysis/Market Research
 Strategic Planning
 Partner Program Development
 Technology Evaluation

TECHNOLOGY SKILLS OVERVIEW

Multimedia Technologies
 Web Applications Services
 Digital/Electronic Signatures
 Database/Application Modeling/Programming
 Publishing/Document Management
 OS Services