

# Brian Lawley

Los Gatos, CA 408-832-1119

## SUMMARY

- 17 years of Product Marketing and Product Management experience.
- Extensive experience with Internet products, software (applications, operating systems, tools), user interface, digital audio and networking/server hardware and software.
- Defined, launched and marketed over 25 successful worldwide software, hardware and web-based products.
- Built several world-class Product Marketing and Product Management teams.
- Helped multiple high-growth startups with product strategy/definition, launches and marketing programs.
- MBA (with honors) - Marketing emphasis. Bachelor's degree in Management Science. Minor in Music Technology.
- Board Member: Silicon Valley Product Management Association (SVPMA), California Coast Music Camp (CCMC)

## EXPERIENCE

### **280 Group, LLC**

**1998-present**

#### **President - Product Marketing & Product Management Consulting firm**

Built a highly-successful entrepreneurial consulting business with 20 clients over a six year period. Served as acting Director/VP of Product Marketing & Product Management, performed project work and placed subcontractors and virtual teams for clients.

Work for clients has spanned both inbound and outbound marketing. Product Management and Product Marketing work has included developing product roadmaps & strategies, performing customer research, delivering market requirements, managing product launches, creating sales tools, working with channels, determining optimal pricing, creating product positioning, working with press/analysts, market analysis and P&L creation. Corporate Marketing work has included launching new companies, writing press releases, working with teams and boards on VC fund raising, developing collateral, creation and launch of new/updated websites, managing advertising and PR agencies and campaigns, running trade shows and acting as a company spokesperson.

280 Group clients and projects have included:

- **Adobe Systems:** Worked closely with engineering team to finalize strategy/product requirements and release beta and final versions of Acrobat Java viewer product. Managed high-visibility launch for virtually no cost to Adobe. Created content for website, marketing materials and collateral for launch, customer communications & sales team.
- **Quiver (acquired by Inktomi):** Acting VP of Product Marketing. Finalized product strategy, roadmap, feature set, positioning, messaging and product/website content. Launched company and initial 1.0 version of website, server & client software at Demo 2000 conference. Helped define Product Marketing Organization and recruited follow-on team.
- **Telocity (acquired by DirectTV):** Acting Director of Product Marketing. Delivered MRD for next-generation product and service offering. Managed launch of new dsl connectivity and ISP service and associated dsl modem. Delivered sales tools, website and collateral content, press materials and channel support for product rollout and sales efforts.
- **Tadpole Computer:** Acting VP of Marketing. Responsible for all messaging to customer base, demand and lead generation, sales tools, Google AdWords program, search engine optimization, viral/guerrilla marketing programs and managing Public Relations/Advertising firms and overall budget.
- **HI-TECH Software:** Acting VP of Marketing. Wrote two year marketing plan with tracking metrics, conducted brand/product research with end users to determine compelling messaging and positioning, ran AdWords campaign, revamped website content and advertising campaign.
- **Netcom, Palm, Good Technology, Broadquest, Omniva, Collabria, InfoSquare, Remedy, SEMI, Propel, FusionDesign.** Managed all phases of outbound and inbound marketing, including customer research, planning and running launches & marketing programs, creating positioning/messaging, writing site copy/white papers/ reviewer's guides/customer testimonials, setting pricing, delivering competitive/market analysis for internal and external use, performing market analysis, strategic planning, developing product roadmaps and writing business plans.

**Whistle Communications, Inc. (acquired by IBM)****1996-1998****Director of Product Marketing/Product Management – Networking & Server Appliances**

- Key executive team member that helped grow company valuation from \$2M to \$130M.
- Built a team of product managers that defined, launched and marketed worldwide server appliance product line.
- Worked closely with engineering on long-term product strategy, roadmap and market requirements.
- Gathered customer and end user feedback and conducted market research.
- Delivered sales tools (presentations, white papers, demos, competitive selling guides, etc.) for sales force.
- Built key strategic relationships with third parties and negotiated all software and OEM bundling deals.
- Determined positioning and created content for marketing collateral, web site and training materials.
- Defined worldwide pricing strategy.
- Established small business Internet appliance category with Whistle's InterJet product as clear perceived leader.
- Managed press, PR and analyst activities: over 20 positive product reviews and ten awards/nominations.

**Symantec Corporation****1995-1996****Director – Java and C++ Development Tools**

- Profit and loss responsibility for multi-million dollar Java and C++ development tools business.
- Responsible for all pricing, positioning, packaging, marketing and launch activities.
- Conducted press briefings and ran product review program.
- Managed a team of 23 people, including product management/marketing, engineering and QA.
- Shipped multiple award-winning products, including C++ for Power Macintosh/68k and Symantec Cafe.

**Apple Computer, Inc.****1991-1995****Senior Product Marketing Manager – User Interface**

- Responsible for all user interface technologies and features for the Macintosh operating system (Copland, System 7.5).
- Duties included customer research, determining customer and market requirements, driving overall strategy, tracking competitive environment, writing marketing and launch plans, and developing and communicating the overall vision.
- Built and managed a team of product managers.
- Did presentations and demos to Apple executive staff, key customers, Apple field sales, VARS, and developers.

**Product Manager – Help & Agent Technologies**

- Product Manager for Apple Guide help system.
- Key contributor to the launch of System 7.5 – appeared on CNET, Silicon Valley Business Report and NBC news.
- Worked with customers, press, analysts, field sales, and channel partners to launch Systems 7.5 successfully.
- Worldwide responsibility for defining Help & Agent technologies in MacOS 7.5 and Copland release.
- Worked closely with customers & engineering team to deliver Apple Guide 1.0 help system.
- Managed Summer interns, marketing specialists, and contractors.
- Delivered Apple Guide software development kit to consultants, VARS and IS Managers.

**Marketing Manager – Graphics and Imaging**

- Responsible for influencer programs - created "Adopt an Analyst" program and built strategic relationships with influential analysts. Efforts resulted in excellent press coverage and winning the Publish Magazine 1994 Impact award.
- Wrote marketing plan for QuickDraw GX, including positioning, distribution, PR, and promotional efforts.

**Product Manager – Fonts and Type**

- Profit and loss responsibility for Apple's type and text products.
- Launched Apple Font Pack through retail channel, resulting in several million dollars of incremental revenue.
- Managed strategic third party font licensing relationships - reduced Apple font licensing fees by 600k.

**Claris Corporation****1988-1991****Product Marketing Specialist, Senior Technical Specialist - Applications Software****Digidesign, Inc.****1987-1988****Sales and Marketing Representative - Digital Audio Software**

## **EDUCATION**

### **MBA**

**1991**

San Jose State University. Degree completed with honors while working full time.

### **B.A., Management Science**

**1986**

University of California, San Diego. Minor in Music Technology—emphasis on computer science.

## **ASSOCIATIONS**

- Silicon Valley Product Management Association Board of Directors
- California Coast Music Camp Board of Directors