

Philip M. Burton, CISSP

OBJECTIVE:

Senior-level product management/product marketing role for enterprise security products.

CAREER SUMMARY

Extensive full life cycle product management and product marketing experience for enterprise security and networking products. Detailed market, technical, competitive knowledge of many security areas.

- Firewalls
- VPNs
- Content protection
- Vulnerability scanning
- Intrusion detection
- Application protection
- Java
- XML
- Policy management
- Wireless LANs
- Authentication
- Security hardware
- PKI
- TCP/IP and Web protocols

Successful, very high energy, innovative, self-directed, highly organized. Versatile, flexible, and “get it done” work ethic. Creates vision, strategies, product plans, and compelling messages. Provides leadership, business judgment, motivation, priorities, very close teamwork with engineering and sales. Makes decisions.

Excellent internal and external communicator and public speaker. Excellent customer rapport. Grows revenue and makes deals happen. Experienced with direct, VAR, OEM, and government channels. Very technical (CISSP).

SELECTED SUCCESSES

- More than doubled revenues in only 18 months (\$12M to over \$30M), always exceeding 80% of business unit’s revenues.
- Secured half-million dollar custom project that generated \$5+ million in system sales.
- Received high focus group ratings for release 1.0 product meeting multiple objectives.
- Saved over \$1 million by halting project, brought in as trouble-shooter.
- Key customers include General Electric, Boeing, EDS, Arthur Andersen, Hewlett-Packard, Clairol, Verizon, MCI, Bank of America, Federal Reserve Bank, Swiss Bank Corp, Union Pacific RR, Hitachi, Swedish Post, Pilot Networks, US Government, State of California.

EXPERIENCE

Director of Product Marketing, Security Products/Consultant 2002 - 2004

- Analyzed organizational issues and recommended changes to senior management to redefine the “social contract” to improve working relationships between engineering and marketing. (Spirent Communications, Sunnyvale, 2004)
- Launched product for wireless and VPN usage, redefined security strategies and recommended new channel to increase company revenues and market share for device authentication products for VPNs and wireless. (Phoenix Technologies, San Jose, 2003)
- Wrote very detailed assessment of market position, product plans, and competitive analysis of core PKI outsource business. Well received within product management and systems engineering groups. (VeriSign, 2002)

- Developed competitive assessments and sales tools, defined key messages and collateral, and wrote product requirements for unfunded vulnerability assessment startup. (Akaba, Inc, 2002).

Arcot Systems, Inc., Santa Clara, CA
Senior Product Manager

2000 – 2001

Startup with PKI-based products that conceal public keys, without hardware, for Web authentication, access control and digital rights products for enterprises, financial and healthcare industries.

- Accelerated market entry for digital rights management applications by researching market and developing requirements in close collaboration with engineering and European customer.
- Recruited and trained Check Point and security VARs with Reseller Sales Kit.
- Enhanced sales force and SE productivity and customer responsiveness by creating highly praised internal web site with customer collateral, sales tools, pricelists, legal documents.
- Demonstrated with usability test lab that consumer product failed ease-of-use requirements.
- Generated business by creating well-written and compelling brochures, presentations, data sheets, competitive analysis, white papers, case studies, press releases, sales training.

Novell, Inc., San Jose
Director, Marketing Solutions

1999 – 2000

Managed all outbound marketing for \$50 million+ Novell network security business. Recruited by former Sun manager. Recruited by Arcot Systems after surviving two layoff rounds.

- Improved customer awareness in crowded market for Novell's first NT security product.
- Revitalized reseller and distributor council interest in security products.
- Wrote news stories, obtained reviews, and gave trade show press and television interviews.

Sun Microsystems, Menlo Park, CA
Product Line Manager

1996 – 1999

Achieved outstanding revenue growth for software business. Managed and set strategy for entire product life cycle for several SunSoft businesses, including product requirements and launches. Recruited for Novell by former Sun manager.

- More than doubled revenue in 18 months (\$12M to over \$30M) for Sun's FireWall-1 software, contributing over 80% of total business unit revenue. Achieved multiple product launches on multiple platforms through intense business focus and close teamwork.
- Received recognition award as very frequent speaker at Sun's Customer Executive Briefing Center. Often requested by sales.
- Invited speaker at industry events such as Internet World, USENIX, CA World, and others.
- Saved over \$1 million in development costs by canceling project for PKI-based Java Wallet for online purchases. Brought in as trouble-shooter, and uncovered misalignment with customer needs.
- Established Sun's expertise in smartcard- and Java-based echeck Internet payments pilot project, through customer meetings, business development, joint launch with partners, press and analyst briefings, conference and technology presentations, and partnership discussions.

Cylink Corporation, Sunnyvale, CA
Product Line Manager

1994 - 1996

Brought in to establish first software business for company with major market share for "traditional" hardware link encryptor security devices for corporations and government.

- Opened new markets for pioneering PKI software-based VPN. Wrote detailed product requirements, designed user interfaces, and reviewed engineering specifications.

EDUCATION

- MIT, Civil Engineer Degree (doctoral level), Transportation Systems Analysis, with MBA classes at Sloan School of Management
- Polytechnic Institute of Brooklyn, MS, Transportation Planning
- City College of New York, BS, Civil Engineering

PROFESSIONAL CERTIFICATION

- Certified Information Systems Security Professional

PROFESSIONAL MEMBERSHIPS

- Software Development Forum Security SIG (Program Chairman)
- Information Systems Security Association
- IEEE
- US-Israel Science and Technology Foundation.