

# BRAD HUBBARD

Oakland, CA

[brad@bradhubbard.net](mailto:brad@bradhubbard.net)

+1.650.575.4614

## SUMMARY OF QUALIFICATIONS

Experienced technology Product Manager with software development background

- Product Manager for 7 years, worked with hardware and software product lines with cross functional teams ranging from 3 to 12 members
- Industry experience includes social technology, telecommunications, and enterprise software consulting at companies from seed-stage startups through publicly traded enterprises
- Solutions Architect for 2 years, determined technical requirements and business model validation for dozens of web and mobile products and clients
- Managed partner relationship with major companies (Amazon, Heroku, EngineYard, NewRelic) to generate new leads and decrease development and hosting costs
- Full-stack engineer for Ruby on Rails web applications running in customer facing, revenue-generating production environments

## MANAGEMENT EXPERIENCE

**DataSift** *Product Manager* 2014-present

- Managed development and delivery of products with UK-based engineering team
- Researched and productized new partner data sources through close integration with business development organization
- Produced sales training materials on new product releases
- Developed revised pricing model to increase adoption of lowest performing data sources
- Interviewed and discussed roadmap with customers to gain feedback on product direction
- Built developer community and ran developer outreach events in New York and San Francisco

**Burnside Digital** *Solutions Architect and Partner Advocate* 2011-2013

- Primary technical resource to Business Development organization
  - Scoped web and mobile development projects
  - Developed initial architecture, milestones, and timeline
  - Worked closely with CTO on technology and approach recommendations
  - Authored technical response for numerous government and private RFPs
- Managed Agile project teams of up to eight engineers on projects ranging from two to 12 months
- Maintained relationships with high-priority clients, set project expectations, established contract terms
- As Partner Advocate, managed corporate partner relationships around promotional programs

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**Occam Networks**

*Product Line Manager*

2007-2011

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- Managed two independent product lines, combined total ~12% of Occam's annual revenues
- Increased optical component margins by ~45% while lowering prices
- Received employee award for building company-wide information sharing system (Dashboard)
- Managed multiple consultant and vendor relationships
- Produced numerous product and market requirement documents
- Traveled with sales team to customer sites and presented current and forward-looking product information
- Attended tradeshow and presented at Occam's annual user's group conference (ONUG) on corporate and industry technology direction

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**Bitscribe, Inc**

*Project/Relationship Manager*

2005 – 2007

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- Managed consulting projects ranging from \$15k- \$750k with two to five developers
- Developed enterprise Ruby on Rails applications
- Worked closely with clients to establish requirements and set internal and external expectations, while maintaining regular contact with stakeholders
- Managed Agile sprints, client training, iteration planning and minimum viable product definition

## ENGINEERING EXPERIENCE

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**ProductPlan**

*Contract Rails and jQuery Engineer*

2013-Present

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- Primary developer of web-based product roadmap application
  - Programed and architected multi-user collaboration suite
  - Implement and maintain automated test suite using Selenium and Capybara
  - Hired as sole developer at new startup from inception through launch
- Extensive rich UI development with jQuery
- Work closely with founders, visual designer, and UX engineer

## EDUCATION

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**University of California Santa Barbara**

2002 – 2006

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- BA in Philosophy, Minor in Writing, with an emphasis in Technical Communication
- Technology Entrepreneurship Certificate from the College of Engineering
  - Two-time finalist of Technology Management Program Business Plan Competition (2004, 2006)