

CAROL BARNES

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Current residence in Dublin, Ireland ▪ U.S. Citizen seeking return to the U.S.

PRODUCT DEVELOPMENT/TECHNOLOGY EXECUTIVE Network & IT Infrastructure, Telecom, Internet & Software Industries

Steering product development organizations to increased competitive advantage and vigorous sales, profits, and shareholder gains by leveraging innovation and maximizing quality and performance.

VISION & FOCUS ▪ TEAM LEADERSHIP ▪ EFFICIENCY & PERFORMANCE ▪ QUALITY IMPROVEMENT

More than 18 years of leadership propelling world-class high-technology product development initiatives. Empower teams to deliver innovative, high quality, properly built products to market efficiently, closing competitive gaps, cementing a competitive edge in the market, and bolstering bottom-line financial results. Key areas of qualification:

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|--|---|
| <input checked="" type="checkbox"/> Product Conception, Research & Definition | <input checked="" type="checkbox"/> Team Leadership/Team Restructuring/Hiring |
| <input checked="" type="checkbox"/> Product Strategy & Roadmap | <input checked="" type="checkbox"/> System Architecture, Design & Implementation |
| <input checked="" type="checkbox"/> Product Development Lifecycle/Project Management | <input checked="" type="checkbox"/> R&D/Engineering Methodologies/Process Improvement |
| <input checked="" type="checkbox"/> Quality Improvement/QA Best Practices | <input checked="" type="checkbox"/> Change Leadership & Performance Improvement |

DIRECT CONTRIBUTOR TO:

↑ \$22 million higher product revenue ↑ 44% higher new product sales ↑ 760% higher stock prices ↑

EXPERIENCE HIGHLIGHTS

ClouDEX - Dublin, Ireland

2004 – Present

Integrated application delivery and application security solutions for cloud data centers.

SNAPSHOT: Propelled dramatically increased competitiveness and innovation during a period of major corporate reorganization and within a constantly changing and very competitive landscape.

VICE PRESIDENT OF FUTURE TECHNOLOGIES (2010—Present)

Following major company reorganization and shift in business strategy, assumed high-level strategic and technical leadership role championing a variety of business-critical projects, including proposing and managing new initiatives, spearheading high-level design and architecture, leading due diligence of technology acquisitions, writing and reviewing patents, and guiding R&D through development of complex projects.

SELECTED ACCOMPLISHMENTS:

- ▶ **Paved the way to transform CEO's vision into reality**, conceiving, proposing, defining and designing a joint product OEM solution with SAP that is currently being released and is projected to produce a huge, positive sales impact while enhancing company's relationship with SAP far beyond all expectations.
- ▶ **Beat out large, entrenched competition to win a strategic €2 million deal** with Europe's largest telecom company; led underdog team to deliver winning presentation and proof of concept, earning what was a landmark new customer win and creating significant new business opportunities.

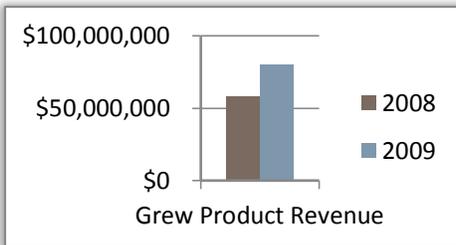
DIRECTOR OF ENGINEERING, APPLICATION DELIVERY PRODUCTS (2008 – 2010)

Took charge of the Application Delivery group comprised of 60 people. Faced immense product development and quality challenges that were key contributors to plummeting stock and company losses reaching \$30 million annually.

SELECTED ACCOMPLISHMENTS:

- ▶ **Shattered all expectations with release of next-generation**, flagship Application Delivery Controller product in 5 months, with additional significant versions released in next 4 successive 5 month periods, all improving functionality, performance, and stability, closing gaps, and achieving competitive advantage. Played significant role in:
 - **760% rise in company stock** from \$5 to more than \$43 at peak.
 - **38% increase in annual product revenue**, from \$58 million to \$80 million within 12 months of launch.
- ▶ **Improved product quality and version development efficiency**, increasing QA coverage using just a small fraction of time and resources by implementing extensive QA automation infrastructure, environment, and methodology.

SNAPSHOT: Executed massive turnaround; changed the culture of the organization to emphasize performance and quality and led next-generation, flagship product to stunning commercial and competitive success.



▶ **Restructured existing team to better leverage available talent** and personally led large, aggressive recruiting effort that replaced 25% of the team with A-list players. Continued to provide hands-on leadership for all major designs and projects until team aligned with targeted standards.

- ▶ **Transformed application delivery organization**, building highly professional engineering teams and environment that serve to this day as the heart of the company’s application delivery efforts. Turned around team efficiency and morale, corrected quality and design issues to close competitive gaps.
- ▶ **Created and cultivated a winning culture** in which projects were managed using an ultra-focused, driven, realistically aggressive, high-energy methodology and style. Inspired and motivated the team, building a true meritocracy in which those who excelled were rewarded with higher pay, stock options, and job titles.

DIRECTOR OF ENGINEERING, CTO DEPARTMENT (2006 – 2008)

Took charge in the face of languishing and ineffective product development efforts, pursuing and winning support of CTO and CEO to build a new team of exceptionally talented, highly driven engineers to focus on key product development initiatives. Recruited and led team of 20+ development and QA engineers.

SELECTED ACCOMPLISHMENTS:

- ▶ **Spearheaded pioneering, industry-first research, definition, design, and delivery** of a fully SIP-aware Application Delivery Controller product providing reliability, scalability, and interoperability needed to ensure large-scale, carrier-grade deployments.
- ▶ **Received widespread critical acclaim, including more than 12 awards**, with product since deployed in the core of numerous carrier and service provider networks. Won OEM agreement for product to serve as an ADC for an industry-leading SBC.
- ▶ **Provided Cloudex with significant edge over their largest competitor** and also created unique strategic value through development of a carrier product that opened the door to sales of other products.

SNAPSHOT: Had a profound effect on the overall vitality and course of the company as the mastermind behind development of new application delivery product architecture to serve the company’s next-generation products—an architecture that ultimately functioned as a cornerstone for company turnaround.

R&D/ENGINEERING MANAGER (2004 – 2006)

Recruited by former boss (founder of Toolware) to leverage exceptional technical qualifications and ability to lead teams and system architecture through the entire lifecycle of complex, multifaceted projects. Orchestrated team in analysis, design, and development of a new and unique cross-product Application Performance Monitoring System while introducing and developing new object-oriented development (OOD) and testing methodologies and environments

Donnelly – Dublin, Ireland: SENIOR SOFTWARE ENGINEER.....2001 – 2003

Invited by one of the company’s founders, a former boss at Rutgers, to join a team of elite, top-talent software engineers working on company’s flagship product that has since evolved into a software-as-a-service (SaaS) solution that has become the industry standard for publishing rich product information to retailer web sites. Spearheaded definition, design, and development of a multitude of modules and features of the company’s distributed web integration server.

Toolware – Cork, Ireland: CHIEF ARCHITECT.....2000 – 2001

Attracted to a then-ambitious and cutting-edge business idea, joined this start-up internet firm at the height of the dot.com boom. Led company’s distributed, java-based, server development team and drove forward collaborative, web-centric, client-server eCRM system from vision to release, directing efforts related to overall system architecture and top level design.

Rutgers Communication Systems– Galway, Ireland: LEAD ARCHITECT/DEVELOPMENT TEAM LEADER.....1996 – 2000

Promoted several times in rapid succession, quickly ascending into leadership roles within first year. Led architecture and main development group of a novel PC-based PBX system, and led a team in developing an ECMA/CSTA oriented telephony infrastructure that sat at the core of the company’s CTI-based call center application.

EDUCATION:

- ┆ M.B.A., (1995) – New York University, New York, NY
- ┆ B.S., Computer Science (1993) – Boston College, Boston, MA

Dear Professional, Executive, or Aspiring Executive:

100kCareerMarketing.com is the culmination of nearly 20 years of successful experience. During this time, I have been privileged to work with thousands of executives, professionals, and leaders all across the U.S. and worldwide in developing their resumes and other career marketing documents.

I formed 100kCareerMarketing.com because of my ongoing dedication and commitment to delivering unparalleled service and quality to my clients. As demand for my services as an executive resume writer and career marketing strategist grew to far exceed the time available, a new model for delivery of my services to you was essential. 100kCareerMarketing.com was born of that need and it provides me with a way to deliver dedicated, personal attention to a *very select number of clients* - no more than 20 clients per year (approximately one person every 2 weeks).



Today, 100kCareerMarketing.com is the ONLY way to work with me one-on-one.

That's right. Because it takes time, collaboration, and intense attention to quality and detail to create truly compelling, powerful, results-generating executive career marketing portfolios, I make certain that I give you – and you exclusively – all of the time and attention you need.

I work with a VERY SELECT base of no more than 20 clients per year. When you hire me you benefit from not only my preeminent experience and expertise but from my exclusive, personal attention focused *only* on you and the creation of your career marketing portfolio. I would be honored to work with you. But my schedule fills up *very* quickly, so if you are ready, please reserve your spot today. Of course, if you have any questions, I will be happy to answer them. Just send a quick email or give my office a call.

I also invite you to book a personal 45-minute consultation with me, to go over your resume and job search concerns one-on-one, discuss the strategies I would use in writing your resume, answer your questions, and benefit from my recommendations. Although I charge for the consultation (\$155), you have nothing to lose! If you book a consultation and then decide to proceed with my services I will give you a full \$300.00 discount on my VIP executive services.

<https://vip-intro-consultation.youcanbook.me/>

I look forward to meeting with you and hope we have the chance to work together.

Sincerely,

- Michelle

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