

PHILIP W. STEPHENSON

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phil@phil-stephenson.com

Senior Manager Product Management / Business Development

Experienced Product and Technical Business Development Manager with demonstrated abilities to manage and market software products through lifecycle planning, analysis, design and establishment of product specifications with a focus on revenue and customer requirements. Over ten years of Product and Technical Business Development management experience executing new and existing product strategies, product positioning, outbound messaging, defining new products, gathering market requirements, and excellent presentation skills. Management skills to lead direct reports as well as cross-functional and international teams to manage products, develop product sales strategies, and go to market. (Willing to relocate).

SKILLS

**Competitive Analysis - Analysts Relations – Market Analysis – Product Pricing
Product Requirements Gathering - Beta Programs - In-bound and Out-bound Collateral
Customer Advisory Boards - Enterprise/Embedded Markets - SI and ISV Recruitment
Mobile – Wireless – Oracle Database – Oracle Application Server/WebLogic – Apache – SyncML
Data Synchronization – Application Provisioning/Deployment – Windows Mobile/Smartphone – Symbian – Linux
Solaris – HP/UX – AIX – ASP.Net – Java J2EE – SOA - XSLT – VoiceXML – JSP**

PROFESSIONAL EXPERIENCE

ORACLE CORPORATION. Redwood Shores, CA

GROUP MANAGER PRODUCT MANAGEMENT, (2003 – Present).

Manage Oracle's Database Lite Client Database and Mobile Server products for Mobile and pervasive applications. These responsibilities include; compiling market and competitive research, (Market Requirements Documents), develop Product Requirements Documents and roadmaps for future releases. Evaluating product requirements and requests for product enhancements, (including customers, Customer Advisory Boards, field sales, ISV's and SI partners), provide analyst briefings with Gartner, IDC Ovum and Forrester, manage the production of all product collateral, (including in-bound and out-bound presentations, White Papers, sample code, multimedia web-casts, website content), conduct product campaigns and release launches, oversee the preparation of sales readiness and all product training, participation in industry trade shows, conduct Beta programs and provide sales support to field sales, Business Development and channel partners.

- Structured an existing product into individual products allowing field sales to target additional markets, embedded and enterprise. This allowed us to increase revenues of the existing product and capture new sales channels and markets. Product focus was broadened to include embedded OEM hardware, Telematics/fleet management and Healthcare markets. We recruited additional ISV and SI partners, and restructured pricing resulting in a 30% percent increase in revenue.
- Targeted embedded database market for OEM hardware embedding by adding features specific to this market, (configurable footprint, standalone installation, enhanced out-of-box experience, Hitachi chipset support and remote device management), and was selected as the solution for Coca Cola Japan's Intelligent Vending machines solution resulting in over \$1.2M in revenue.
- Created new product, currently in development, that will use an open source API to allow heterogeneous synchronization to Oracle Database with the goal of becoming the industry de facto standard for synchronization to Oracle's Database. This product was designed to decrease the total amount of development resources used, simplify customers experience with the product, broaden markets to Google Android, Adobe Flex, and Microsoft's Silverlight RIA environments, creating the possibility of allowing competing database vendors to become channel partners.

DIRECTOR OF BUSINESS DEVELOPMENT (TECHNICAL PRE-SALES), Oracle Wireless and Voice Division, (1999 – 2003).

Managed technical business development teams in the Americas, Europe and Asia providing business development and technical sales support for Mobile, Wireless and Voice products to Oracle's large accounts, SIs and ISV channel partners in NA, EMEA and APAC. Coordinated the assembly of all the necessary technical resources to respond to new business opportunities and directed the development of sales strategies to address new and existing markets.

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- Launched campaign to sell into the federal government sector, (made multiple presentations to government user groups and communicated DoD security specific features to development), resulting in revenue of \$3M from sells to US Army/Navy Air Force, Coast Guard and USDA.
- Recruited Motorola and Nokia as development partners and together we targeted NTT DoCoMo and became their choice for database enterprise application development infrastructure on the Symbian platform for their 3G roll-out. We were also able to recruit several Asian ISV application partners including, Tenek and Softbrain.
- Enhanced revenue by creating a 'sell with' strategy for VoiceXML gateway vendors by creating a compatibility assurance partner program and recruited VoiceGenie, Adomo and Nuance.
- Co-authored pervasive computing book, **Oracle9i Mobile**, McGraw-Hill - Osborne Media, ISBN: 007222455X, to promote mobile products.

SENIOR SALES CONSULTANT (1998 - 1999). - Technical Pre-Sales focused on marketing Oracle's core database and tools to named fortune 500 accounts with annual revenue of \$500 million.

- Q2 software license sales of \$3.4 million, opened 5 new Major Accounts whose annual sales revenue was over \$500 million, and my team finished 1999 year with \$6.3 million in sales for a quota attainment of 127%.
- Provided technical marketing and support of Oracle's complete Information Management Solution including database servers, application servers, application development tools, (Designer, Developer, JDeveloper, WebDB), and Business Intelligence System tools for decision support, data warehousing, and OLAP, (Discoverer, Reports and Express).
- Developed and managed relationships with Oracle's third party hardware and software partners and Systems Integrators.

SEQUENT COMPUTER SYSTEMS, INC., St. Louis, MO

SENIOR SYSTEMS ANALYST. (1997 - 1998). - Primary mission was technical pre-sales of Sequent's Intel based servers to the Boeing enterprise in St. Louis.

- Focus was technical pre-sales of Sequent's Decision Support and Data Warehouse solutions including hardware, software and consulting services with an emphasis on quantifying business benefits.
- Targeted Boeing's Aircraft and Missiles Company providing hardware and consulting solutions for Financial and manufacturing systems.

EMC CORPORATION, St. Louis, MO

SENIOR SYSTEMS ENGINEER. (1994 - 1997). - Primary focus was technical pre-sales of EMC's enterprise storage software and articulating business benefits of EMC software solutions and selling EMC's Enterprise Storage hardware in Mid-West Sales Territory.

- Developed twenty-two new accounts resulting in the installation of multiple terabytes of SCSI and channel attached storage.
- Provided technical marketing assistance to business partners, Systems Integrators and storage resellers to promote the sale of storage hardware and software.
- Promoted development of follow on business by supplying installed accounts with Systems Engineering support for systems architecture design, performance evaluation and capacity planning.

PREVIOUS POSITIONS

ACCOUNT MANAGER, Amdahl Corporation

SENIOR MANAGER, Ernst and Young

SENIOR SYSTEMS ENGINEER, IBM

EDUCATION

Masters of Science, Webster University, Computer Science with an emphasis on OO analysis/design and relational database.

Bachelor of Science, University of Tennessee, Business Administration, Economics major and Computer Science minor.

PUBLICATIONS

Co-author of pervasive computing book, **Oracle9i Mobile**, McGraw-Hill - Osborne Media, ISBN: 007222455X