

experience

- 2023 – **CLOUDFLARE** **SAN FRANCISCO, CA**
VP of Product, Platform. Lead a team of 15 product managers focusing on enterprise readiness, data infrastructure, APIs, SDKs, adoption and billing in pursuit of serving the enterprise and \$5B in revenue. Report to President of R&D CJ Desai.
- 2020 – 2022 **INSTACART** **SAN FRANCISCO, CA**
VP of Product, Enterprise. Owned Enterprise products through transition to retailer-enablement. Reported into COO Asha Sharma.
 - Drove multiple products line representing billions in revenue and a significant fraction of gross profit for the entire company.
 - Rebuilt the product team, increasing retailer NPS by +20 and team health score by +45%.
 - Executive sponsor of successful FoodStorm acquisition. Delivered 100% of OKRs and retained entire team through target period.
 - Delivered numerous high-stakes platform and customer launches for key partners like Costco, Wegmans, Kroger, and Publix.
- 2018 – 2020 **SOVRN (ACQUIRER OF VIGLINK)** **SAN FRANCISCO, CA**
Head of Product Strategy. Integrated VigLink, exceeding targets. Applied commerce data to the display ecosystem enhancing micro-bidding and data profiling. Developed sales automation to lower customer acquisition costs. Reported to CEO Walter Knapp.
- 2009 – 2018 **VIGLINK (ACQUIRED BY SOVRN)** **SAN FRANCISCO, CA**
Sole Founder / CEO. Invented and delivered a set of "supply-side" tools enabling mainstream web publishers to participate in affiliate commerce revenue utilizing display advertising techniques including realtime bidding and modelling historical behavior.
 - At acquisition, VigLink was breakeven, delivered \$1B in annual GMV spend, \$50M in commissions, and \$10M in net revenue.
 - Built a proprietary network of 2 million publishers including Yahoo, Microsoft, Mozilla, Dotdash Meredith and Vertical Scope.
 - Established demand-side partnerships with 75,000 advertisers including Amazon, Walmart, eBay, Nike and many others.
 - Elected board member of the Performance Marketing Association. Speaker at Advertising Week, Affiliate Summit and others.
 - Recruited and hired more than 100 candidates and acquired 3 competitors: Driving Revenue, LinkSmart and Prosperent.
 - Raised capital: Emergence Capital (Kevin Spain), First Round Capital (Josh Kopelman), Google Ventures (Rich Miner & Tyson Clark), RRE (Will Porteous & Eric Wiesen) and others including personal investment from Reid Hoffman and Deep Nishar.
- 2003 – 2007 **MICROSOFT** **REDMOND, WA**
Principal Group Program Manager (Product Director). Founded, staffed & shipped the Xbox Live Video Marketplace. Author of original paper on Microsoft Points. Ran product for MSN Music, Radio and others. Reported into Hadi Partovi.
- 2002 – 2003 **VULCAN** **SEATTLE, WA**
Research Program Manager. DARPA RKF featured AI Research and venture diligence for Microsoft co-founder Paul Allen.
- 2000 – 2002 **ECHO NETWORKS** **SAN FRANCISCO, CA**
Director of Advanced Technology. Engineer and sole PM for award-winning online radio. Reported to co-founder Bonney Pelley.
- ## education
- 2007 – 2009 **HARVARD BUSINESS SCHOOL (HBS)** **BOSTON, MA**
Master of Business Administration. Winner John H. McArthur Canadian Fellowship. 2nd place VCIC competition.
- 1994 – 1999 **MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT)** **CAMBRIDGE, MA**
Master of Engineering and Bachelor of Science in Computer Science. Media Lab student of Michael Hawley. Director, Nightline.
- ## professional associations, consulting and internships
- 2023 – **CEO & EXECUTIVE COACH** **SAN FRANCISCO, CA**
Lifetime Trusted Advisor. Coach to CEOs, execs & VCs drawing on my counseling experience. Student of Bryan Franklin.
- 2010 – **YOUNG PRESIDENTS' ORGANIZATION (YPO), GOLDEN GATE CHAPTER** **SAN FRANCISCO CA**
Member, Moderator. YPO is a global leadership community of chief executives with members in more than 130 countries.
- 2020 **FIRST ROUND CAPITAL** **SAN FRANCISCO, CA**
Angel Track. A community of operators and founders developing their skills as early-stage investors. Sponsored by Josh Kopelman.
- 2012 – 2016 **PERFORMANCE MARKETING ASSOCIATION (PMA)** **MIDDLETOWN, DE**
Board of Directors. Twice-elected board member. Founded publisher recruitment council. Retired by term limit.
- 2008 – 2009 **FOUNDERS FUND** **SAN FRANCISCO, CA**
Associate. Member of SpaceX deal team. Sourced a Series A deal. Reported to Justin Fishner-Wolfson.
- 2007 **BRITISH BROADCASTING CORPORATION (BBC)** **LONDON, UK**
Consulting Architect. Contract work resetting iPlayer, a 5-year, 200-person effort. Reported to Executive Director Erik Huggers.

skills and patents

Hands-on product leader fluent in B2B SaaS, Cybersecurity, eCommerce, adtech, media and M&A. Patent holder.

personal

Former national champion rower, sailing race coach, avid cyclist and registered yoga teacher. Travel to over 50 countries.