

Brad Becker

Redmond, WA

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SUMMARY

Leadership in strategy, product planning, and marketing in highly competitive global markets, coordinating across technical, creative, and business groups to deliver market-leading commercial shrink-wrapped products, online digital products, and developer platforms with a focus on technology that delivers superior user experiences.

SKILLS

Over 19 years of experience in the technology industry with first-hand expertise across:

- Product Management: Vision/Strategy, Product Planning, Business Development, Marketing
- Design: User Experience and User Interface Design
- Development: Prototyping and Application Development
- Management: Team Development, Mentorship, and Leadership
- Public Speaking and Performance, Analyst/Press Relations

EXPERIENCE

Microsoft

2008 - present Director of Product Management

Managed teams responsible for strategy, research, product planning, product management, and marketing for several next generation platforms and technologies for the web, devices, and desktops. Grew Silverlight to over 600 million users in just four years; earning the top spot in competitive reviews from major analysts and press. Landed articles/quotes in New York Times, Wall Street Journal, US Today, and other major coverage with high competitive insertion rate to drive awareness and growth. Championed product from a simple vision to the fastest growing developer platform in the industry.

2005 - 2008 Senior Product Manager / Group Product Manager

Responsible for strategy and product planning for several next generation Microsoft platforms and technologies.

Responsible for launching the Expression family of tools as well as WPF. Over 75% of all computers in the world now have WPF. Helped conceive, secure executive approval and funding for the creation and business development of Silverlight.

Macromedia (now Adobe)

2005 Senior User Experience Consultant

Created cutting-edge solutions for clients including Avaya, Sherwin Williams, Dorado, Yahoo, Standard & Poor's, General Dynamics, and other Global 1000 companies.

2002 - 2005 Senior Product Designer

Member of leadership team for Flash and Flex Builder. Solely responsible for user experience of the products. Designed features and worked with multiple product teams to get them implemented in all of the Studio products. One of four key members of the cross-product user interface board at Macromedia making user interface and application design decisions for the entire Studio product line.

NDCHealth (now RelayHealth/McKesson)

1992 - 2002 Team Lead for User Interface/User Experience Team

User Experience Team: Created and led a multi-discipline User Experience team at NDCHealth creating business office application suite for hospitals. The most recent version of this product is in use at over 1000 hospitals across the US. SaaS version of the application pioneered AJAX and Rich Internet Application technology before either term was coined.

ScaryNoises.com**2000 - Multimedia Designer, Programmer, Information Architect**

Produced several web and multimedia projects for various e-commerce and traditional business clients including several record companies (Mojo, Universal, Arista) and their bands. Created logos, branding, original audio soundtrack compositions, multimedia presentations, cross-browser/cross-platform web sites, multimedia e-cards.

The Softworks Group**1993 - 1995 Principle and Developer**

"Pre-internet" startup. Created a UI-intensive software utility for statistical analysis and playtesting for gamers. Set up an all-electronic sales and distribution model, selling digitally direct to customers worldwide via CompuServe and a credit card order processing company.

1991 - 1992 Software Developer

Worked for a startup on an early competitor to Photoshop.

Admiral Twin**1990 - 2002 Professional Performing/Recording Artist**

Secured a record deal with Mojo/Universal Records. Recorded and released several nationally distributed albums. Toured across North America as the opening act for a platinum-selling group, playing to over half a million people. Wrote songs placed in television shows and a Warner Bros major motion picture.

<http://www.admiraltwin.com> | <http://www.allmusic.com>

EDUCATION

Bachelor of Science in Computer Science, ORU, 1991. Graduated cum laude.