MIKE MAIER
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Goal

My professional objective is to manage and optimize high-touch web technology services and products, and to deliver and communicate real product value to market that drives interactive customer experiences and relationships.

Education

Master's of Business Administration,
Marketing Concentration,
- Lewis University, Illinois
Bachelor's Degree in Music Marketing,
- Indiana State University

Continuing Graduate Work:
Harvard Negotiating
Marketing Segmentation and Analysis
Programming languages and technology
certifications.

Employment History

Principal Consultant, Collage WCMS Development
- Manage multiple enterprise web development projects and architectural migrations to meet scoped requirements, timeframe, resource, and budget constraints.
- Implementing and developing web content management for Fortune 100 web application development teams, supporting various application frameworks such as Java, JSP, and .NET.
- Recommend and implement best-practice web management and content strategies for enterprise market including update release planning, email/metrics/analytics campaign design, search engine optimization practices, application and web architecture integration, and web design and code practices.
- Implement production quality site code in XHTML, CSS, Javascript, LAMP/PHP, and .NET/C# to spec requirements. Strong expertise in web design and development tools and resources.
- Design, develop, and optimize site scripting and markup assets for migration to a web content management framework, integrating complex design principles and features, and customizing to their specific technologies and work processes.

Sr. Product Manager
(acquisition of prior product team and technology)
- Cross functional leadership product development team and architects to evolve product and features resulting in technical and market leadership with analysts and customers.
- Ongoing market, competitive, and business analysis to drive product strategy.
- Product technical expertise was leveraged to build training curriculum and technology guidance to worldwide consulting and engineer community. Conducting technical training to web application development teams, partners, consultants, technical sales, and technical support.
- Achieved lead authoring role in writing white papers, collateral, and technical documents.
- Established and executed customer touch program resulting in rapid customer satisfaction with high penetration rate for references. Program became adopted across all product lines.

Sr. Product Manager
Products: Authoring Server, TeamFusion, Collage Portal for Enterprises, Collage 2.0, BeanBuilder, ScriptBuilder

- Successfully defined and managed multiple complex projects through concept, definition, development, and launch.
- Key contributor in redefining product and strategy for rapidly evolving Content Management space.
- Responsible for full product lifecycle management.
- Led team members to generate product marketing literature, web site content, and sales/technical training.

Sr. Product Manager

Products: cc:Mail for World-Wide Web, eSuite Mail - primary responsibility for defining email clients.

- Successfully launched Web-mail client with major system release of cc:Mail to be the most popular web client for Lotus.
- Defined, and launched Java-based Internet mail client and developer's kit for world's first integrated Java productivity environment.
- Provided critical messaging, Internet, and security credibility and expertise to product planning process.
- Key contributor to product planning and future product definition of eSuite desktop environment.
- Shipped all releases on schedule to very positive customer feedback.
- Successfully elevated email to be a primary customer evaluation and acceptance criterion of eSuite – leveraged Lotus' strength/Notes concept. In spite of resource and project constraints.

Sr. Product Marketing Manager

Product: InterOffice - focused responsibility defining next generation server technologies

- Specific feature responsibility in server security, directory services, system administration and monitoring.
- Designed and managed successful beta program initiative.
- Owner of product roadmap and product requirements.
- Contributing member of executive product competitive strategy plan development team.

Sr. Product Manager

Products: Exchange/Microsoft Mail - lead technical product marketing responsibility for field communications and training, customer and trade show presentations, large account management and tracking, field escalation, and owned RFP processing.

- Drove very successful, high-visibility customer care effort that served as the company-wide model for product level customer relationship management.
- Drive high touch beta program for lighthouse accounts resulting in $3.4M sales.
- Defined and developed broad reach sales tools for world-wide sales delivery channels.l
- Established and managed highly successful field product information and communication system.
- Industry association experience writing vendor interoperability and management recommendations and specifications.