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OBJECTIVE EXECUTIVE TECHNOLOGY MANAGEMENT

- My objective is to play a leadership role in an organization committed to creating new and innovative solutions for the web. I want to be part of a high-performing team where I can apply my product development experience and passion for building fantastic products that have a personal touch.

SUMMARY

- Seasoned leader with experience building teams that deliver inspired results for stakeholders. Focus on creating strong leadership teams which drive change by building shared vision and unleashing individual excellence.
- Business acumen fueled by customer engagement and focus on user experience, plus the ability to make sound tradeoffs between stakeholders. Able to balance short and long term goals and to set priorities and allocate resources accordingly.
- A decade at Engineering Director or higher levels, managing teams of over 60 people with diverse skills and responsibilities. Have managed teams at multiple international locations. International experience includes a two-year European assignment and extensive overseas business travel in Europe, Israel and Japan.
- Have delivered high-quality software to shrink-wrap, Internet and OEM segments. Simultaneously led multiple new product and legacy development teams. Introduced efficient process and program management disciplines into new and mature software development organizations.
- Strong communication skills include evangelism and education of vision and strategy to employees, customers and press.

EXPERIENCE liveBooks, San Francisco, CA

2007-present

Vice President of Technology

- Responsible for all technology activities including development, web operations and corporate IT. liveBooks provides fully hosted solutions to professional photographers. It is the leading provider of editable websites for photographers, with a revenue and client growth of 100% year over year.
 - Product Development organization includes architecture, engineering, program management and QA teams with staff working locally and in Romania.
 - Operations deploys and supports the service at a collocation facility.
- As a senior member of the corporate executive team, modeled and advocated leadership practices and style which improved team engagement and effectiveness.
- When hired, replaced a tech/ops consultant who was the only technology-oriented individual in US office. Have hired leaders for key areas of QA and program management.
- Established engineering practices to improve effectiveness of Romanian office.
- Introduced a culture which emphasized judgment, discipline and accountability,

leading to substantial improvements in productivity, employee satisfaction, software quality and predictability.

- Initiated an effort to define a scalable, sustainable technology which could be implemented in stages to supersede the ad hoc software architecture of the existing platform.
- Created a mindset and social architecture to enable the transition from a startup mentality to a sustainable, productive growth basis. Defined roles and responsibilities, and created regular operating mechanisms while preserving the passion for creativity and innovation which made the team unique.

Intuit, Mountain View, CA

2005-2007

Engineering Director, Product Development Leader for QuickBooks Online Edition

- Responsible for development and web operations of QuickBooks Online Edition, a fully hosted financial software solution developed on Java/Linux/Oracle. Online Edition provides accounting, payroll and online banking features to over 70,000 small businesses. Year-over-year subscriber growth is over 50%.
 - Product Development organization includes architecture, engineering, user experience and QA teams with staff working locally and remotely.
 - Operations team deploys and supports the service, in partnership with a corporate data center.
 - Web services team develops and deploys the customer-facing marketing information site and an e-case customer service tool used by over 100 remote support agents.
- Built an effective leadership team that combines existing management talent, promotion from within and hiring from outside.
- Grew the team by 50% over its original size within a year.
- Created a voice for product development at the business leadership level. Established partnerships with leaders of other functional areas to enable best overall results at the business level.
- Led the team through the delivery of two major feature releases and multiple incremental releases.
- Created a mindset and social architecture to enable the transition from a startup mentality to a sustainable, productive growth basis. Defined roles and responsibilities, and created regular operating mechanisms while preserving the passion for creativity and innovation which made the team unique.
- Helped to define strategy by marrying Intuit's model of customer-driven innovation with a clear technology vision. Was also a member of the Small Business Division product development leadership team with the broader context of the full range of desktop and web offerings for small business at Intuit.
- Managed the Product Management team for several months as Acting PM Leader while the position was vacant.

EFI, Foster City, CA

2001-2005

Senior Engineering Director

- Hired to drive transition from *ad hoc* development environment to process-conscious organization. Instilled quality focus and framework for process discipline. Improved quality and reliability of intermediate and final releases, reduced schedule delays, and re-instilled customer focus leading to improved customer satisfaction, new business and higher productivity.
- Managed multiple engineering teams contributing to core print controller business as well as corporate engineering services:
 - ◆ Fiery OEM and EDOX print controllers engineering and program management.
 - ◆ Print driver team developed Windows and MacOS print driver software.
 - ◆ SCM and software release teams supported development throughout the company.
 - ◆ Software localization team supported developers worldwide with localization services for Roman and Japanese projects.
- Worldwide evangelist for Apple within EFI.

Webprint, San Bruno, CA

2000-2001

Vice President of Engineering

- Webprint delivered an ASP solution for internet procurement of digital print. The solution combined a client-based application for creation of Adobe PDF with a server-controlled workflow based on Oracle/J2EE.
- Responsible for all operational aspects of the product development organization.
- Managed staff planning and hiring, process definition, product development, and QA.
- Participated as senior manager in the formation of corporate objectives and strategy.

Adobe Systems, Inc., Seattle, WA and San Jose, CA

1995-2000

Engineering Director (1997-2000)

- Managed all development and quality engineering for Professional Printing Technologies within the Printing Technologies Group.
- Evangelized for and achieved the formal establishment of InProduction as an Adobe Print Publishing product. Accepted the product in a state of no specification and no schedule, with a threat of cancellation. Brought the product under control, established specifications and schedules, and delivered with less than one month delay against a schedule maintained for over a year. Product received a "Hot Product" award from Electronic Publishing.
- Accepted responsibility for the engineering management of PressReady product in January, 1999. Developed the team from an ad hoc organization into a well-run efficient group. Helped to resolve interpersonal issues on the team. After the release of PressReady 1.0, the product received a series of awards. The PressReady team also delivered several highly valued bundle packages with

market leading vendors of inkjet printers.

- Accepted responsibility for a “turn-key” imagesetter RIP for OEM and channel sales when previous team was unable to deliver to schedule. Re-scoped the project and re-negotiated with primary OEM. Directed an international development team which delivered the re-scoped project to spec with high quality and on schedule.
- Played a leading role in defining the vision and specification for Portable Job Ticket Format (PJTF) and Job Definition Format (JDF). This activity required extensive internal external communication and evangelism. Presented this vision at leading industry forums such as Xplor and Seybold.
- Additional technical responsibilities include management of the Extreme and Prepress engineering groups. As part of Extreme management, participated in the development of PPML, the emerging standard for variable data printing. Within the prepress group, developed an industry-leading trapping technology that was the subject of multiple patents by self and by the team.

Senior Engineering Manager (1995-1997)

- Rebuilt Adobe Prepress Group after the corporation spun off the retail product line and built from scratch an engineering team with development and quality engineering in three locations.
- Managed transition from application software to OEM product delivery model.

Agfa Corporation

1986-1995

Engineering Manager, Mortsels, Belgium (1993-1995)

- International assignment to Research and Development facility in Mortsels, Belgium.
- Managed transition of pre-press product development from US to Belgium.
- Continued to manage US-based staff while building organization in Belgium.
- Supported worldwide sales and marketing staff in customer meetings, internal sales events and other capacities.
- Worked with third party developers providing solutions for Agfa products.

Engineering Manager, Wilmington, MA (1986-1993)

- Managed the engineering team building Adobe CPSI RIPs for Agfa output devices.
- Developed halftoning, color management and workflow technology for Unix-based prepress workstations.
- Implemented client-server architecture for distributed prepress system.

GCA Corporation, Andover, MA

1984-1986

Software Engineer

- Developed embedded software for semiconductor manufacturing equipment.

Northrop Corporation, Northrop, MA

1982-1984

Test Engineer

- Developed test procedures and tools for evaluation of inertial navigation

systems.

- Executed evaluation tests, performed data analysis and prepared acceptance test reports for gyroscope design validation.

Foster-Miller Associates, Waltham, MA

1980-1982

Member of Technical Staff

- Individual contributor in engineering consultancy.
- Contributed to proposal generation, designed prototype systems for energy and transportation development programs funded by U.S. government, integrated test systems, conducted field tests and generated test reports.

EDUCATION **Boston College**, Newton, MA

- *Coursework toward MS in Computer Science*, 1989-1991
- *MBA, Graduate School of Business*, 1989; Concentration, Management of Innovation

Massachusetts Institute of Technology, Cambridge, MA

- *BS in Mechanical Engineering*, 1980; Minor, Philosophy

**PROFESSIONAL
ACTIVITIES**

- Participation in industry technical groups including CIP3/CIP4, CGATS, and PODi.
- Keynote and panel speaker at Seybold, OnDemand, Xplor and other U.S. and international seminars and trade shows.

PATENTS

- Holder of five U.S. patents as sole or co-inventor.