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I am a Senior Product Management and Marketing leader with deep experience in strategic planning, product roadmap alignment, and market analysis. Broadly experienced across scientific and industrial instrumentation, enterprise software and networking hardware, my background has given me a great deal of flexibility, and versatility.

PROFESSIONAL EXPERIENCE:

Cisco Systems Inc.

Product Manager, Career Certifications, and Network Simulation

2016 - Now

Began as a contract, converted to permanent in late 2017. Working in the Learning at Cisco group, part of the Product Portfolio Management team for Career Certifications. Responsible for the Business and Digital Transformation certification track, as well as the Design and Architecture career certifications. Since December 2017, I have also been the product manager responsible for the VIRL (Virtual Internet Routing Lab) and Cisco Modeling Lab products that provide industrial grade network simulations.

In my time there, I picked up 2 projects in progress, one a new certification for the role of Customer Success Manager, and one a complete revision/replacement of the existing Business Transformation program. Both programs needed a dedicated resource to provide attention to detail, and the ability to work in a cross functional organization, and an ability to cut through silos and red tape to get to “done”.

The VIRL and Cisco Modeling Labs product is more of a traditional technology software product, following the CPDM (Cisco Product Development Methodology), using an agile process, and a development and QA team that spans 4 continents. I am responsible for the roadmap, the backlog, the “Product Owner” role, and the myriad go to market activities at launch (major releases approximately 3 times per year).

In Cisco, for both my certification tracks and my VIRL products, I play a dual function, product management and to a lesser degree, product marketing, as well as playing a role in the long-term strategic direction of the increasingly important soft or business skills. I have had magazine articles, sponsored blogs, and other outbound marketing and public relations content published in support of the products and programs I am responsible for.

Keysight Technologies, Inc

Marketing Manager, Solutions Marketing,

2012 – 2016

Keysight is the Test and Measurement group that traces its origins to the original HP products. A world leader in providing the highest performance solutions across many segments including Aerospace/Defense, Wireless Communications, and increasingly in energy and automotive.

In the 4 years I was at Keysight, my role evolved from Product Marketing Manager for the nano-measurement group, to the Marketing Manager, responsible for **product definition, development execution**, sales funnel, pricing, and the marketing communications activities to support the lead generation, and sales support.

In this role, I was a key contributor to the **annual strategic planning, roadmap alignment**, and coordination with the software and hardware development teams to ensure that our complex product development cycle delivered world class products to meet market expectations, and drive researcher's success in discoveries.

Accomplishments:

- Managed a team of applications scientists, and marketing communications specialists to create relevant, targeted, and well received collateral to support the sales cycle. During my tenure, we targeted the existing collateral and increased sales significantly.
- Worked closely with the leadership of Engineering, Manufacturing, Sales, and Finance to ensure that our programs were on track, or if adjustment was required, managed the expectations both up and down. Built reputation for releasing high impact projects on time and on budget.
- Responsible for strategic planning, providing the voice of the market, and ensured that programs tracked to the company's financial and top level executive goals
- Partnered with senior sales leaders to create new marketing material which increased sales effectiveness by more than 10%.
- Maintained both an internal and external roadmap, and communicated it to the appropriate audiences

Open Text Corporation

Director, Product Management – Fax Server Product Line,

2009 – 2012

OpenText is a leading provider of Enterprise Information Management solutions to large enterprises, and government agencies which helps manage and control access and lifecycle of documents,

Started as the Product Manager for the RightFax product line in the Fax and Document Distribution group, tasked to bring rigor to a team with almost a 20 year history, and fill a large void. I brought a degree of discipline, focus, and accountability to the team, becoming the leader that gained the trust of both internal and external stakeholders. As the product had a long history, it was paramount that we delivered continuity, and predictable evolution, as well as looking to future disruptions.

My final task was to define the core strategy of a transition away from FAX to a similarly secure, point to point internet enabled transmission, that would meet the needs of HIPPA and other security minded end customers.

Managed a staff of two technical product managers, and a Product Marketing Manager.

- Responsible for Annual strategic planning, providing both market and product direction
- Prioritized and delivered on a product roadmap that **led to an increase in annual maintenance contract renewals** (several percentage points increase) that **drove significant increases in ARR per customer**
- Was a key contributor for the transition from Waterfall to Scrum based Agile development.
- Ongoing, deep analysis of the data in their business intelligence tool, and CRM to identify trends, and underserved markets. Research led company to focus on **3 key markets and drove new revenue streams.**
- Close collaboration with business analysts to provide data-driven feedback to division, and senior management as tracking to the strategic plan.

Veeco Instruments

Senior Product Line Manager - Profilers,

2003 – 2009

Veeco Metrology, the business group for their measurement instruments, was a collection of several technologies from magnetic test, optical measurement and characterization, surface analysis, and scanning probe microscopy.

Originally hired as the Product Manager for the Dektak stylus profilers, I was quickly promoted to be responsible for all the optical/industrial metrology products. In this evolution, I came to be both the voice of marketing, and product. Early successes included growing a legacy “sleepy” stylus profiler from less than \$6M, to consistently over \$12M annual turnover.

I grew a team from 3 to 7 which included product marketing managers, and factory applications engineers to deliver content and support to the outbound marketing effort.

- Grew revenues in stylus from < \$6M, to consistently more than \$12M annually by focusing on customer needs and problems
- Defined and lead PLC for **6 major product introductions**, across industrial and research market segments
- Strategic planning, and tracking of product success factors, identifying the strategic questions to be asked and answered
- Effectively segmented a complex market with several dynamics that had resisted prior categorization. This helped our sales team define products and cross selling.

- Was the effective marketing leader, as well as product manager for all the optical and industrial metrology products

Cisco Systems, Inc.

Technical Project Systems Engineer,

2001 – 2003

Cisco Systems is a world leader in networking solutions, both hardware and software, that drive much of the public internet, as well as the major service providers.

I was a key contributor to the creation and delivery of world class education, and information exchange between the factory and the field. Was at the forefront of e-learning adoption, and the virtualization of much of the company's curriculum.

- As a leader of multiple specialty teams in the field system engineering education group I was a **key contributor for their sales enablement**. I coordinated and delivered the "Virtual Team" meetings that connected the experts from the factory with the field System Engineers who were the technical sales resources.
- Because of my technical expertise, was given the freedom to dive as deep into the technology as I felt necessary. This included but was not limited to connecting boxes and configuring IOS.
- Responsible for two significant teams, the Virtual Team and the Technical Leadership Program (TLP) team. The Virtual Team was the preferred method of disseminating new material and technology to the wider field System Engineer population. These events were well attended (up to 400 in the physical audience), and carefully scripted. The TLP was an advisory board, which provided Cisco's most senior field System Engineers a platform where they could come together to brainstorm and collaborate.

KLA-Tencor Corporation

Product Marketing Manager, KLA-Tencor Corporation

1998 – 2001

KLA-Tencor is a leader in process characterization and control instrumentation and software for the Semiconductor Manufacturing segment.

I began my Marketing life at KLA-Tencor working in their E-Beam Metrology division. I was hired to shepherd a product from the alpha state through productization, managing the incoming requirements, and ensuring alignment with a continuously evolving market.

- Drove successful navigation of a new product introduction, to a segment of demanding customers
- Collaborated with key industry partners to write and **publish technical papers for journals and conferences**

- Established, and managed a key partnership with a third party supplier of tools to create an intuitive, effective user interface to streamline the recipe creation process
- Partnered with internal and external customers to extend the technology in conjunction with the ITRS roadmap for capabilities within the industry

Managed the Product Marketing Engineers, who helped define and validate technical requirements to meet the market needs, and augment our applications support.

ZYGO Corporation

Applications Engineering Manager

1996 – 1998

Zygo is a world leader in optical system measurement technology, with instruments to measure lenses, and other optical elements.

Originally I was hired as an applications engineer, providing primarily post sales technical support for the photomask linewidth measurement system.

As the primary point of contact with the customers, I ensured our instruments were optimized for specific needs. This increased our value proposition and brand in the marketplace. their needs, and increasingly learned what we needed to do to increase our value proposition.

- Gathered information on customer needs from interaction with end users which were incorporated into future versions of the product.
- Identified gaps in product offerings, and provided detailed use cases to engineering to address
- Wrote a formal MRD for a platform change from DOS to Windows as customer expectations shifted
- Managed a team of 3 Applications Engineers, and coordinated their coverage for installations worldwide

EDUCATION

BSc. Physics, San Jose State University

REFERENCES

Available upon request.

Passionate MotoGP fan, Guitar player, creative cooking and all forms of cycling.