

BRIAN A. INDUNI

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SUMMARY

Twenty-five plus years of professional experience consisting of software and systems product management, entrepreneurial ventures, and R&D, mechanical, and process engineering. Global speaking experience to audiences such as resellers, press/analysts, and end users. Highly hands-on results driven with a very strategic mindset and strong entrepreneurial spirit. This broad background contributes to a solid business maturity and proven success in business leadership.

PROFESSIONAL EXPERIENCE

Induni NorthWest

Established 2005

Owner, President

Executive consultant. Clients and roles:

Client: Foremost Forwarders / Cartwright International, Database Developer (2010 – Present)

Develop MS Access databases with Visual Basic components. Maintain current systems, develop and implement new features, and provide support to business end users as needed. Grew to be the subject matter expert on Customs and Border Protection Importer Security Filing 10+2.

Client: North Idaho Discovery Association, Executive Director (2009 – 2010)

Responsible for all marketing and business development efforts including PR, collateral, web site, and campaigns. Programmed draft web site and donor database. NIDA is a not for profit 501(c)3.

Client: Technology Leaders, Software Product Manager (2008 – 2009)

Accountable for launching Dynamic Alert, a new software product, and for the overall strategic product direction.

Client: Web Analytics Association, Executive Director (2005 – 2008)

Responsible for the overall business success and strategic direction of the professional non-profit organization. Effectively communicated and evangelized association mission and vision to drive global awareness and generate support.

InFocus Corporation, Wilsonville OR

2004 - 2005

Senior Business Line Manager, Systems & Integration

Defined overall business strategy and directed execution of marketing functions for the Systems Integration business line. This included product proposals, product concepts, business plans, product and channel initiatives, and meeting the financial objectives of the company.

- Identified market requirements and developed business plans to drive product line direction utilizing industry trends and customer feedback.
- Secured alternative vendor for optional lenses resulting in saving \$3M in endangered sales.
- Drove Core Team product development and market delivery initiatives with engineering and operations team members to achieve business objectives in a timely manner.
- Managed lifecycle and market delivery timeliness for product portfolio including new product introduction, supply/demand, pricing, and product EOL strategies.
- Drove EOL process revision for product line resulting in saving \$300K of scrap components. Achieved by incorporating engineering into the EOL process to design obsolete components in to new designs, and by incorporating a global view of spare parts needs.

WebTrends NetIQ Corporation, Portland OR

2000 - 2004

Product Manager, Web Analytics

Accountable for a key WebTrends web analytics software product line, with a quarterly run rate of \$5-6M from license and maintenance. Accountable for the strategic product direction, as well as the day-to-day tactics with sales and fulfillment. Primary interface to driving GTM plan to global sales

channels, including direct Inside Sales Reps, field Major Account Managers, and worldwide distributors and resellers. Regularly maintain industry pulse to monitor trends and forecast future customer needs.

- Managed all aspects of product launches, from definition to execution to post launch. Motivated cross functional teams to meet target dates, and drove engineering to prioritize development and hit cost targets for profitable margins.
- Accountable for overall product success, measured quarterly. With a quarterly run rate of \$5+ million, 12,000 units, 30,000 leads, and over 60,000 accounts, this product line made up 33% of WebTrends overall revenue.
- Instrumental in the creation and implementation of an innovative license activation and check system to reduce piracy. Channel partners and resellers reported that piracy was slashed by 85%.
- Created and embedded a Flash training tutorial (Professor WebTrends) in the entry level products to reduce the load on tech support. After training was implemented, call and email load dropped by 20%, resulting in a quarterly savings of nearly \$40k
- Created and implemented a formal beta testing program, the first of its kind for the company. Beta was executed in three phases so as to closely manage the beta-tester relationship and feedback, as well as the load on QA and development.

Induni & Induni, Inc., Portland OR (d/b/a Bringing You Home)

1999 - 2000

Co-Owner, Vice President

Founded Bringing You Home, a real-estate ‘for sale by owner’ business, with a business model built around educating and enabling people to sell their home themselves.

- Developed business plan, secured financing, established relationships with appropriate vendors for all aspects of printing and promoting.
- Created a full color, glossy magazine in house using the latest in software/hardware technologies and local printing resources to print 40,000 copies monthly on a four color heat-set press. Created a network of diverse distribution methods for the monthly magazine.
- Designed, built, and maintained corporate website. Implemented customer feedback, on-line registration, and customer order forms. Realized over 40,000 page views and thousands of unique visitors per month within the first 6 months.

Precision Interconnect, Portland OR. Business Manager, Test & Data Interconnects

1997 - 1999

Champlain Cable Corp, Colchester VT. R&D Engineer, moved to Product Mngmnt

1994 – 1997

Hallam Associates, P.C., Burlington VT. Mechanical Designer

1990 – 1993

IBM, Burlington VT. Processing Equipment Technician

1987 – 1990

Dynatech Scientific, Cambridge MA. R&D Engineer

1985 – 1987

REFERENCES

Available upon request. Please see my LinkedIn profile at www.linkedin.com/in/brianinduni

PERSONAL INTERESTS

Restoration of classic automobiles, residential building/remodeling, boating and camping with my family. *FIRST* Robotics Mentor/Coach, Team 3145 The TeraViks.

Innovation and technology. Patent Pending on a unique rotisserie for the automotive restoration industry.