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# MICHAEL STEPHEN PEACHEY

San Mateo, CA  
www.peachey.com . mp@peachey.com . 415-786-7322

## SUMMARY

- User experience advocate, product visionary, executive producer, and internet technologist with 15+ years of proven experience building and leading cross-functional experience design, product management, and engineering teams for enterprise software products and mobile and web end-user applications.
- Senior manager with P&L responsibility and a Total Quality Management focus.
- Leadership success with both start-up and enterprise-grade teams.

## PROFESSIONAL EXPERIENCE

### SUMO LOGIC – ENTERPRISE SAAS, REDWOOD CITY, CA

**2015 – PRESENT**

Business-to-developer cloud log management and analytics software.

#### Vice President, Product Experience

**01/2015 - present**

Built and led global user experience design and development team of 22. Redesigned processes and tools to enable Product and Engineering team success. Led HR and culture development projects.

- Recruited and hired top design and UI development talent to focus on cloud-based enterprise software design problems, successfully onboarding 15 candidates from 16 offers presented in 2015.
- Championed a culture of mutual Design and Development accountability, reducing effort, rework, and cycle times.
- Standardized design patterns to reduce design rework, deliver a consistent user experience, and increase development velocity.
- Re-engineered UI development processes and re-architected GUI from Backbone to Angular and Material, significantly increasing output per developer and reducing design and dev rework.
- Pivoted tech pubs from a homegrown Madcap Flair to Mindtouch, a modern SaaS platform integrated with CX touchpoints in Community, Support and Onboarding, and added capabilities for user tracking and feedback analytics, and SEO optimization.
- Gave voice to CTO and Product teams through prototyping of ideas before design and implementation, greatly accelerating consensus on product direction before engineering kickoff.
- Initiated primary user testing as a core methodology.
- Created UX Debt Kanban processes to address growing backlog of known and obvious issues.
- Built creative services capacity for marketing team, beginning the process of consolidating brand across customer touchpoints. Redesigned marketing website, designed community and Support sites, tradeshow and brand presence, etc.
- Assumed VP People role for 5 months, recruiting staff across the organization, leading talent identification and assessment programs, re-engineering visa processes, and crafting corporate values.
- Founded and led Sumo Sekitori, a formal mentoring program for HiPo managers and directors.

**TIBCO SOFTWARE – ENTERPRISE SOFTWARE, PALO ALTO, CA****2004 – 2015**

A \$1 billion global enterprise software and consulting services company

**Vice President, Product Experience and Executive Producer, User Experience Group** **06/2006 – 01/2015**

Envisioned, created and led a new user experience (UX) group responsible for the definition, design and delivery of highly complex design- and run-time human mobile and web interfaces across TIBCO products as well as the design and delivery of end-user applications for TIBCO customers.

- Championed a culture of experience design and requirements definition, and fundamentally changed the way the organization approaches product design. Key initiatives include TIBCOherence to standardize UI across products, and UX CORE, which simplified design and development efforts.
- Built and led local and offshore staff of 90+, including experience and visual designers, producers, and web and mobile user interface (UI) engineers.
- Shortened development cycle times and eliminated rework, delivering better experiences in higher quality products in less time to market, and with reduced resource impact.
- Initiated first-ever formal usability testing of pre-and post-release products.
- Drove organizational change and culture shift to user research as a key aspect of product definition.
- Built offshore development capacity in Beijing, China and successfully integrated onshore and offshore teams.
- Pioneered process and engagement models between the UX group and constituent product groups.
- Led and developed talent from individual contributor to Director level.
- Created TIBCO's first formal mentoring program to create and strengthen new managers.

**Awards**

- 2012 Stevie Award, TIBCO Event Driven Platform
- 2013 Webby Award Honoree, Golden State Warriors – official mobile application

**Sr. Director of Engineering and Product Director****10/2004 – 06/2006**

Lead product management and development for several enterprise software products including the award-winning TIBCO General Interface™ Ajax framework and TIBCO Formvine®.

- Drove requirements-based experience design for products from persona definition, to user story development, release theming and prioritization, design, testing, development and release.
- Developed the General Interface (GI) product line to deliver a cumulative 175% of revenue targets and significant year-over-year growth in a highly competitive Internet technology space.
- Led Formvine from initial concept through product design and delivery to initial revenue in 18 months.
- Drove feature specification based on user requirements and delivered the first mobile and web releases of tibbr, TIBCO's social media platform, to great analyst and press response.
- Ensured delight with end-user communities by focusing on user needs from identification to implementation.
- Launched new licensing models including TIBCO's first hybrid (open source – enterprise) licensing and first successful venture into renewable subscription licensing.
- Built open source developer community with online resources, public forums, and self-service software and information access, resulting in significantly reduced sales and support costs.
- Re-engineered product release cycles to decrease time-to-market for new features from nine months to four weeks.

- Implemented training and education programs for field technical resources in pre-sales and professional services.
- Interfaced with analysts and press, presented on technology and user experience topics at national conferences.

#### Awards

- TIBCO Circle of Excellence 2006
- Technology of the Year 2006 (InfoWorld magazine)
- Best Open Source Ajax Toolkit 2007 (InfoWorld magazine)

### **GENERAL INTERFACE CORP. – RICH-CLIENT ENTERPRISE APPLICATIONS, SAN FRANCISCO, CA 2001 – 2004**

Built and led an enterprise software startup from concept to acquisition

#### **Co-Founder and CEO**

**01/2001 – 10/2004**

Responsible for all aspects of building and managing a start-up business from inception to acquisition by TIBCO

Software (TIBX). Built the team that built the leading Ajax RIA platform, in use at 200+ Global 3,000 enterprises.

- Distributed significant return on investor capital, and generous rewards for contributors.
- Managed investor, press and analyst relationships.
- Built and maintained financial models for both managerial and investment accounting; managed budgets.
- Developed and championed best-in-class processes for production management and application development.
- Monitored and evaluated competitive activity; developed partner and channel relationships.
- Recruited, hired, and trained staff. Implemented formal goal and review processes.
- Managed marketing, project management, design, and engineering staff in the development of proprietary tools
- and the execution of professional services for direct clients and partners.

#### Awards

- US Patent 8,136,109 – Delivery of data and formatting information to allow client-side manipulation. Covers the Ajax style of browser-based GUI development. Filed 1/22/2002, awarded 2/13/2012.

### **EMERGINGMEDIA, INC. – DIRECT MARKETING ONLINE, SAN FRANCISCO, CA 1997 – 2001**

A \$4 million interactive agency specializing in developing ecommerce and other online selling models for business-to-consumer and business-to-business marketers.

#### **Co-founder and Executive Producer**

**07/1997 – 01/2001**

Responsible for all aspects of developing clients' online businesses from strategic requirements definition to program execution. Grew revenues 600% from \$650k to \$4.0M in three years. Led company from a net operating loss to a 2000 net margin before tax of over 25%.

- Led account services, creative, production, and engineering teams. Created formal performance review process. Developed HR strategies for a 25-person staff.
- Led client projects through multiple phases including: strategic consulting; business definition, online selling site requirements definition; audience generation through paid (banner ads) and unpaid (alliance marketing,

newsgroups, search engine optimization) media; integration with online and offline marketing programs; tracking and measurement systems development; and metrics and ROI reporting.

- Developed Joint Application Development (JAD) requirements definition methodology to identify and prioritize business needs for eMergingMedia clients.
- Created Tri-Phase development methodology (Requirements Definition, Design, Production) to reduce profitability risks and deliver 40% gross margins across all projects.
- Consulted with clients to define strategic direction and execution plans for channel and site development, audience generation, and back-end tracking methodologies.
- Used Total Quality Management (TQM) principles to create time, usability, and profitability tracking systems to monitor, control, and continuously improve on results.
- Hired and trained W2 and 1099 staff.
- Developed business plan and capital acquisition strategies.
- Developed production and sales relationships with partner companies to provide complementary skill sets and resource pools.

### **EAGLE RIVER INTERACTIVE – WEB DEVELOPMENT, MOUNTAIN VIEW, CA**

**1996 – 1997**

A public interactive services company - developing web sites, CD-ROMs, and other interactive communications for Fortune 1000 companies.

#### **Executive Producer**

**11/1996 – 07/1997**

Led production, project management and technical teams in the on-time, on-budget development of interactive projects. Clients include Acer Computers, Apple Computer, Autodesk, Cisco Systems, Disney Entertainment, Gilbarco, Informix, Intuit, JavaSoft, The Learning Company, Netscape, Nortel, Pioneer Electronics, S3, Sega, and Toshiba, among others.

- Responsible for a staff of 35 project managers, producers, programmers and contractors, delivering \$1.5MM in quarterly revenue.
- Reorganized client services and work processes to reduce time-to-market and decrease profitability risk.
- Created reporting processes to track project status, profitability, and better align resources against business needs.
- Increased staff billable hours by 30%, without sacrificing project quality.
- Increased average project profitability by over 60%.
- Provided strategic support for new business proposal development.

#### **Group Account Director**

**06/1996 – 11/1996**

Led account services staff in the management of client projects and development of new business opportunities

- Responsible for staff of six account directors and managers.
- Developed account management processes, managed and trained new staff.
- Wrote new business proposals for existing and prospective clients.
- Consulted with clients to design and implement actionable interactive strategies.
- Managed project definition, scope of work, schedules, and pricing.

### **HEARST BUSINESS PUBLISHING/UTP – BUSINESS PUBLISHING, GARDEN CITY, NY**

**1995 – 1996**

A \$30 million division of The Hearst Corporation - producing monthly and annual publications for the electronic engineering and design market.

**Director, Online Services****09/1995 – 06/1996**

Developed and marketed four profitable, advertiser-supported online properties in the early days of the web

- Pioneered cross-channel marketing concepts and set the stage for first year profitability by generating online advertisements from over 50% of current print advertiser base.
- Generated target audience site traffic through traditional media communication. Developed marketing plans and executed print and direct mail communications.
- Leveraged traditional business experience to create new project management techniques, and reduce development cycle time, solidify system reliability, and improve vendor management and accountability.
- Created new EIS and reporting tools to help business managers understand and manage the WWW channel.

**AMERICAN EXPRESS – CARD AND TRAVEL MARKETING, NEW YORK, NY****1989 – 1995****Financial Services Direct (FSD)**

A start-up remote banking business to deliver consumer banking products through phone, mail and remote channels launched June 1995.

**Director, Alternate Channel Development and Marketing****12/1994 – 06/1995**

Developed non-traditional channels for the Virtual Bank, including: Internet, Online Services, and relationships with PC software providers.

- Developed vision, strategy and requirements for electronic channel product sales and service delivery.
- Led multiple technology teams to launch FSD in two markets, June 1995.

**Travel Management Services (TMS)**

A \$550 million corporate card and business travel division of American Express serving 5 million Cardmembers, and with 20% market share in travel.

**Senior Manager, Travel and Expense Reengineering****10/1992 – 12/1994**

Developed and marketed two automation products for mid-to large corporate clients: Email Travel Reservations and Automated Expense Reporting. Managed existing automation products.

- Created the team that developed and launched an automated email travel reservations product to 15,000 travelers at 27 Fortune 500 beta sites.
- Developed prototype Windows based electronic expense reporting system.
- Built and led a 5-person team of direct reports in marketing, technology and operations.
- Consulted with 70+ Fortune 500 clients on reengineering projects.
- Trained field sales and account management. Led prospect best-and-final presentations.
- Eliminated \$1.2 million annual expense by reengineering legacy Expense Management system.

Awards: 1994, 1993 TMS Marketing Excellence Award

## **EDUCATION**

### **COLUMBIA BUSINESS SCHOOL, NEW YORK, NY**

Master of Business Administration (MBA)

Master's degree in business with concentrations in Marketing and Management of Organizations

- Beta Gamma Sigma Academic Honor Society
- Dean's List - 4/4 semesters
- Graduate President, Columbia Business School

### **THE UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA**

Bachelor of Arts (BA) - Psychology

- President, Delta Upsilon, Pennsylvania Chapter