

Michael Peachey

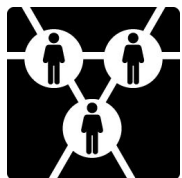
Michael is a design leader, innovation coach, product experience advocate, and executive producer with 20+ years of proven experience building and leading cross-functional experience design, innovation, and product management teams for enterprise software products and mobile and web end user applications. Michael thrives at the intersection of exploration and execution, design and development, product and marketing, and business and technology.

Currently, Michael is helping early-stage startups design product-market fit, de-risk business models, and raise capital. Recently, Michael lead Product and Design of cybersecurity products for ZeroWall. Prior, Michael built the culture that built the global teams delivering enterprise-grade applications with consumer-class experiences for RingCentral and SumoLogic with a focus on Product-Led onboarding experiences. In 2007, at TIBCO Software, Michael inaugurated a UX practice and built the design group from concept to a 90+ global team responsible for TIBCO's enterprise software product interfaces and customer end-user solutions including mobile applications for the Golden State Warriors and Oakland Raiders.

Additionally, Michael has led several product initiatives, including TIBCO Formvine, a product he took from research to recurring revenue in 8 months, and co-founded General Interface, an Ajax RIA platform acquired by TIBCO in 2004.

Michael's approach challenges the assumption that product design is different from other business disciplines. By creating a culture of accountability and deep collaboration, Michael builds teams that consistently deliver results in an environment of continuous process improvement.

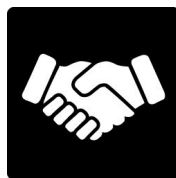
- Michael bridges the chasm between excellence in software design and excellence in software marketing. A key factor of his success has been championing cross-functional design teams with UI developers, product managers, marketers, researchers, and DesignOps..
- He is an active, hands on manager with a track record of developing individual contributors into the next generation of leaders, and lifting line managers to become strong leaders of leaders.
- Michael brings a general business focus to the discipline of enterprise software design and marketing. He is as comfortable evaluating business plans as he is designing product testing programs, or employee evaluation and compensation models.



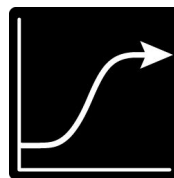
Culture



Process



Relationships



Intention



Typical title: Head of Design

Typical employer: SaaS org - startup to global scale

Reports to: CTO, CDO, CPO, Chief Innovation Officer

Education:

- BA Psychology, University of Pennsylvania
- MBA, Columbia Business School

Home town: Philadelphia, PA

Current city: San Mateo, CA

“Experience matters.”

Skills:

- Culture building
- Balancing innovation with execution
- Cross-team collaboration at all levels
- Bridging the gap between design and the organization
- Creating the next generation of leaders

mp@peachey.com; 415-786-7322