

# WAYNE SMITH

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## PRODUCT MANAGEMENT

### STRATEGY | LEADERSHIP | PERFORMANCE

**A Product Management professional with 30+ years' experience with creative industries, international operations, and strategic initiatives.**

My entrepreneurial spirit and relationship building skills have allowed me to achieve career growth and a special talent for transitioning strategy into action and achievement. Looking to utilize my international background in information technology and business operations with a respected organization that rewards hard work and innovation. My responsibilities have included computer operations, brand development, systems integration, training and project transitions. I evangelize for company products, helping to secure their place in the market for customers and consumers.

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## AREAS OF EXPERTISE

- Information Technology
- Business Impact Analysis
- Microsoft Technology
- Macromedia & Adobe Tools
- Photography & Videography
- Strategic Planning/Analysis
- Vendor Management
- User Experience (UX)
- International Teams
- Trade Shows/Events
- Web Development
- Business Operations
- Policies & Procedures
- Leadership/Team Building
- Consultant/Vendor

JAR-FCL license (UK Private Pilot's License), 2001-2006 • Member of MENSA  
President of Autumn Wind Home Owners Association • Docent at Northwest Railway Museum

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## PROFESSIONAL EXPERIENCE

### **VICE PRESIDENT PRODUCT MANAGEMENT, COMMERCE SERVER.NET, SEATTLE USA, 2012 - CURRENT**

- Joined Ascentium (rebranded to CS.NET) to lead the product management of Commerce Server
- Created new company brand and led the marketing and GTM effort to launch Commerce Server 10

### **GROUP PRODUCT MANAGER, COMMERCE SERVER, MICROSOFT CORPORATION, REDMOND USA, 2010 - 2012**

- Managed the transition project taking the future product development from Microsoft to Ascentium
- Created strategies for product management that were highly focused on achieving customer satisfaction

### **GROUP PRODUCT MANAGER, MICROSOFT EXPRESSION, MICROSOFT CORPORATION, REDMOND USA, 2006 - 2010**

- Released 4 Microsoft Expression versions to the market worldwide
- Responsible for positioning, messaging, packaging, website, and management of worldwide "go to market" activities
- Supported Microsoft keynotes, including [MIX07](#)
- Produced, wrote and directed major events for Expression launches: [The Visual Kitchen](#), [Expression 4 Launch event](#)

### **SENIOR PRODUCT MANAGER, EMEA PRO DESIGNER MARKET, MICROSOFT CORPORATION, READING, UK, 2005 - 2006**

- Responsible for overseeing Microsoft's emergence into the professional designer market in EMEA and Australasia
- Worked with UK, France, and German subsidiaries to assist their entry into the market

### **PRINCIPAL CONSULTANT (PROPRIETOR), THE MULTIMEDIA MIX, CHALFONT ST PETER, BUCKS, 2004 - 2005**

- Provided Internet and related consultancy, answering software-based questions for clients and organizations
- Microsoft vendor for Redmond-based clients

### **SENIOR TECHNICAL PRODUCT MANAGER (EMEA), MACROMEDIA EUROPE, BRACKNELL, BERKS, 2003 - 2004**

- Oversaw the European management of products including Authorware, Director, Dreamweaver and Flash
- Spoke at numerous trade events and conferences throughout Europe

**TECHNICAL SUPPORT MANAGER (EMEA), MACROMEDIA EUROPE, BRACKNELL, BERKS, 1999 – 2003**

- Originally recruited to run the European Developer Support Network
- Took on wider role to manage external technical support agency in Edinburgh

**INTERNET & MULTIMEDIA BUSINESS MANAGER, COMPUTERS UNLIMITED, COLINDALE, LONDON, 1998 – 1999**

- Oversaw and managed the rapid growth in Macromedia business in the UK
- Worked towards a restructure of the Product Management group to provide better use of manpower and resources

**MANAGING DIRECTOR, THE MULTIMEDIA MIX, LTD., CAMBERLEY, SURREY, 1997 – 2004**

- Split multimedia business away from Frost Design Associates, continuing the production of websites and multimedia presentations
- Provided training courses for a range of products, specializing in Macromedia
- Appointed UK "Train the Trainer" trainer for Macromedia Director for Macromedia's Authorized Training Company scheme

**MULTIMEDIA AUTHOR, FROST DESIGN ASSOCIATES, WEST DRAYTON, MIDDX, 1993 – 1997**

- Created successful multimedia business unit within existing design consultancy
- Coded numerous website and multimedia presentations for a range of large and small clients

**DIRECTOR, MENHIR CONSULTANCY LTD, WEST DRAYTON, MIDDX, 1989 – 1993**

- Collaborated with Kodak to introduce their professional digital cameras, including working for 2 years with the Rothmans Honda F1 Grand Prix motorcycle team as digital team photographer
- Owned typesetting bureau with Scangraphic 2051PD
- Started QUAD (Quark Users & Designers), the world's first QuarkXpress user group

**DEALER PRINCIPAL, THE LEAF ORGANIZATION, KINGSTON, LONDON, 1989**

- Employed specifically to secure Apple dealership and successfully launched new showroom in Putney
- Laid foundation for the company's successful track record in the Apple arena

**PRODUCT & TECHNICAL SALES MANAGER, HEYDEN & SON, HENDON, LONDON, 1987 – 1989**

- Employed to investigate and evangelize new products for the Apple Macintosh
- Signed exclusive distribution for QuarkXPress and worked closely with numerous resellers and end users to launch into the UK

**DEVELOPMENT ENGINEER, NORTHERN TELECOM, MAIDENHEAD, BERKS, 1983 – 1987**

- Worked with LRS-100, overseeing installation in 7 UK locations
- Trained and worked as Unix system programmer to modify it to meet UK conditions and standards

**COMPUTER TECHNICIAN, BRITISH TELECOM PLC, CROYDON, SURREY, 1982 – 1983**

- Seconded to work with Northern Telecom on new Line Test System (LRS100)
- Responsible for running Unix-based computer room

**TELEPHONE ENGINEER, BRITISH TELECOM PLC, CROYDON, SURREY, 1979 -1982**

- Completed three-year apprenticeship and was runner-up for London Apprentice of the Year award

**RAF REGIMENT, ROYAL AIR FORCE ENGLAND (VARIOUS), 1978 - 1979**

- Completed Recruit's Course and transferred straight into Queen's Colour Squadron Drill Display Team
- Participated in the 1979 Royal Tournament

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## EDUCATION & TRAINING

**TEC & HTEC IN TELECOMMUNICATION AND ELECTRONIC ENGINEERING**, Croydon College, Croydon, Surrey, 1982

**HALING MANOR HIGH SCHOOL, CROYDON**, Surrey, 1977

**MILITARY TRAINING:** Completed 10½ years with the UK Territorial Army (National Guard equivalent) in 1990 leaving at the rank of sergeant.