

BILL TARKULICH

Lexington, Massachusetts
781.799.2930

bill@tarkulich.com
linkedin.com/in/tarkulich

SUMMARY

Accomplished global product manager with strong execution skills. Leads small teams to rapidly bring products to market without reliance on complex corporate processes. Agile Product Owner for multiple development projects. Identifies product requirements by building strong customer and partner relationships. Customer advocate throughout product lifecycle.

PROFESSIONAL EXPERIENCE

Senior Product Manager, HP Hyper Converged Systems **2013-2016**

A Hyper Converged system is a software-defined infrastructure with tightly coupled compute, networking, storage and virtualization components. It reduces IT manpower requirements, unifies policies, provides optimized scalability and is virtualization-ready.

Responsible for VMware-based Hyper Converged, Intel/Linux based HC250/380 virtualized systems for the enterprise market. Introduced scalable, software-defined products in the early adopter product phase.

- Met aggressive six month introduction goal by leveraging standard products, driving sales, NPI activities and Agile development in parallel
- Developed product inter-line positioning, value proposition and presentations
- Supported new worldwide 200-person sales force close business
- Drove quarterly product refresh release

Senior Product Manager, HP EVO:RAIL **2013-2014**

Led worldwide introduction and lifecycle management for the hyper converged EVO:RAIL system to target small and mid-sized businesses. Partnered with VMware.

- Engaged a core team of 20 people to bring EVO:RAIL to market with minimal corporate support within six months
- Addressed lackluster sales by decisively making feature and price adjustments within two months, which increased sales tenfold
- Continually engaged 10 cross-functional organizations to eliminate scope and schedule creep
- Managed technical, services and sales opportunities with VMware counterparts

Senior Product Manager, HP OneView Converged System Mgt. **2012-2013**

Original member of a new, autonomous Converged System group of 200 people. Drove requirements, evangelized and oversaw lifecycle of an efficient, automated management interface to drive down customer operational expense.

- Identified usability and manageability improvements as a key revenue opportunity and developed business case
- As the Agile Product Owner, created user stories, use cases and personas. Participated in scrum sessions, developer demos and backlog rationalization.
- Initiated two usability (UX) studies

Product Manager, HP Superdome Servers

2011-2012

Responsible for HP Superdome hardware business, including requirements, investments and lifecycle management.

- Reduced Oracle-centric customer defections by 20% by extending support program length to ten years, slowing customer defections
- Rationalized feature backlog/requirements
- Collaborated with product managers to provide product migration paths

Program Manager, HP Utility Computing

2008-2011

Led pay-per-use and Instant Capacity programs, consisting of engineering, operational IT, and HP Financial Services offerings, to provide alternate customer financing options.

- Delivered \$17M annual revenue with a team of six
- Stabilized operational billing and revenue forecast fluctuation, as high as 30%, by driving robust automated utilization data audits and remediation
- Increased customer satisfaction in over 100 accounts
- Led regular reviews of account performance which resulted in rapid resolution of customer billing concerns
- Drove market re-pricing, contract renewals and conversions to preserve installed base

Sales Program Manager, HP High Performance Computing

2004-2007

- Established server trade in value to drive 50% of all sales revenue
- Executed regional promotions to drive 15% add-on options revenue

Project Manager, Compaq

1998-2004

- Led teams of 3 to 10 people to architect, manufacture, sell and deliver over 40 customer-specified systems.
- Drove a team of three to integrate and deliver \$10M of Oracle 9i RAC solutions annually

Software Development, Apollo Computer & Others

Early career

- Led a team of 15 software engineers to deliver two releases per year
- Wrote diagnostic and device driver software for servers
- Developed database applications for non-profit, educational and distribution markets
- Analyzed market segment performance and recommended adjustments to sales strategy

EDUCATION

Master of Business Administration, Northeastern University, MA

Bachelor of Science, Electrical Engineering Rochester Institute of Technology, NY

CERTIFICATIONS

Pragmatic Marketing Level III Certification