

Michael Stephen Peachey

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Summary:

- **User experience and information architect, executive producer, internet technologist, and strategic marketer** with 15+ years of proven experience building and leading cross-functional design and engineering teams in Web 2.0 technology development, web application interface design, product development, and online marketing.
- **Senior manager** with P&L responsibility and a Total Quality Management focus.
- **Leadership success** with both start-up and enterprise-grade teams.

Professional Experience:

TIBCO Software – enterprise software, Palo Alto, CA

2004 - present.

A \$700 million global enterprise software and consulting services company.

Executive Producer – User Experience Group

06/06 - present

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 interfaces across TIBCO products.

- Championed an environment of User Centered Design (UCD) focus and requirements definition, and led turn-around of floundering user interface development efforts.
- Built and led local and offshore staff of 40+, including interaction and visual designers, producers, and user interface (UI) engineers.
- Shortened development cycle times and eliminated rework, delivering higher quality products to market in less time, 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.

Product Manager and Sr. Director of Engineering

10/04 – present

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

- Develop and grow 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.
- Let Formvine from initial concept through product design and delivery, achieving initial revenue in 18 months.
- 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 9 months to 4 weeks.
- Implemented training and education programs for field technical resources in pre-sales, solutions consulting, 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)

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General Interface Corp. – rich-client enterprise applications, San Francisco, CA

2001 - 2004

Built and led an enterprise software startup from conception to acquisition.

Co-Founder and CEO

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.

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

Responsible for all aspects of developing clients' online businesses from strategic requirements definition to program execution. Grew revenues 600% from \$650M to \$4.0MM in 3 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 internal and external staff.
- Co-developed, with founding partner, on business plan and capital acquisition.
- Developed production and sales relationships with partner companies to provide complementary skill sets and resource pools.

EAGLE RIVER INTERACTIVE, 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

11/96 - 7/97

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.

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Group Account Director

6/96 - 11/96

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

- Responsible for staff of 6 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, 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

9/95 - 6/96

Developed and marketed four profitable, advertiser supported World Wide Web businesses in the early days of the web:

- Pioneered cross-channel marketing concepts and set the stage for 1st 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 TRS COMPANY, 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

12/94 -6/95

Developed non-traditional channels for the Virtual Bank, including: Internet, On-line 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 \$150 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

10/92-12/94

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

- Created the team that developed and launched an E-mail 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 170 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

Small Business Services (SBS)

A \$100 million corporate card business with 3 million small business Cardmembers, acquired and serviced through direct mail and telemarketing channels.

Senior Marketing Manager, Prospect Acquisition

7/92-10/92

Responsible for strategic and day-to-day management of direct marketing programs.

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Awards: 1993 American Express Chairman's Quality Award, 1992 American Express TMS Quality Leadership Award, Two-time recipient of TMS Teamwork Award.

Marketing Manager, Prospect Acquisition 8/91-7/92
Planned and executed database marketing programs to acquire new corporate Cardmembers.

Assistant Marketing Manager, Prospect Acquisition 6/90-8/91
Managed 3 broadscale direct mail campaigns annually, on time and on budget.

Business Travel Services

Largest provider of travel management to domestic and multi-national corporations

Intern, Business Travel Service 5/89-9/89
Repositioned lagging Travel MIS product.

Education:

COLUMBIA BUSINESS SCHOOL, New York, NY

Master of Business Administration (MBA) - May 1990

Earned 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, August 1984

President, Delta Upsilon, Pennsylvania Chapter

Public Relations:

Ongoing conference presentation and press and analyst interviews in regard to rich-client and web services adoption 2001-2011

Ajaxian, Ajax Experience East and West, Ajax World, SOAWorld, TUCON, BioIT World, PC Magazine, Web Services Trends, 451 Group, Tier-1 Research, ZapThink, Gartner, Forrester, Blue Cat Group, etc.

Esther Dyson's PC FORUM, Scottsdale, AZ 2003

Invited main-stage speaker – web services and rich-client interfaces

EBIZSOLUTIONS MAGAZINE, Digitrends Publishing July, 2000

Distribution: 45,000 ecommerce managers and decision makers
Article: eMail Marketing and Customer Service

EBIZSOLUTIONS MAGAZINE, Digitrends Publishing April, 2000

Distribution: 45,000 ecommerce managers and decision makers
Article: eCommerce Tutorial

CAMP INTERNET, Beaver Creek, CO 1997

Highlighted Speaker - eCommerce development models