

# MICHAEL LAPKIN

[Michael@Lapkin.net](mailto:Michael@Lapkin.net) · 858.822.9416

---

## SUMMARY

Accomplished product manager with proven success in new technology product development. Received *Frontier Award* from Microsoft CEO Bill Gates for demonstrated vision, innovation, and excellence.

WEB/MOBILE APP DEVELOPMENT · WIRELESS/MOBILE · DIGITAL MEDIA · ECOMMERCE · SAAS

---

## CORE COMPETENCIES

Product Lifecycle Management (PLM)	User segmentation and taxonomy
Requirement specifications (MRD/PRD)	Qualitative/quantitative user research
Agile Software Development	Beta and usability testing
User experience & application development	Contextual inquiry & use case development
Functional and matrix team leadership	Competitive market analysis

## PROFESSIONAL EXPERIENCE

### ***Phomento, Incorporated***

***2013 - 2017***

#### **Founder and CEO**

##### **Social network platform and applications**

Led development of consumer photo-based social networking platform hosting web, iOS and Android mobile applications.

Responsible for strategy, product vision and management, technology development, user experience, design, end user application development, and social marketing.

### ***Dad, Inc.***

***2010 - 2013***

#### **Chief Parenting Officer**

### ***Qualcomm Incorporated***

***2006 – 2010***

#### **Director, Product Management**

##### **Mobile Communication Services Platform**

Directed new product development for mobile multi-media social-communication and messaging service/platform supporting a \$100M wireless services portfolio. Product owner and spokesperson for mobile network operated and direct-to-consumer solutions.

- Secured executive sponsorship and strategic investment
- Led team from cradle through multiple development milestones
- Instituted divisional PLM process with unanimous cross-discipline acceptance

##### **Qualcomm Engineering Services**

Managed services portfolio and business development in support of the deployment, optimization, operation and evolution of wireless networks

- Converted loss-leading support services into for-fee consulting engagements with \$2M annual revenue
- Acquired multiple long term service engagements with strategic tier-1 mobile network operators
- Significantly improved technical and operational relationships with domestic mobile network operators

### ***MSL Enterprises***

***2004 – 2006***

#### **Product Management Consulting / Property Development**

Developed vision and strategic plan for outsourced IT firm

Product development/consultant for online/digital media sports training curriculum and portfolio

**Rancho las Palmas** – Owner/operator/developer of 15-acre avocado grove

- Developed 18-lot subdivision on previously undevelopable land
- Managed engineering and civic planning; negotiated essential access and utility easements

**Digital Media Division: Microsoft Plus! (multiple products/releases)**

Product owner of a WindowsXP companion product line, created to showcase WindowsXP, Windows Media Player and DirectX 3D

- Delivered over \$30M product revenue while showcasing and contributing to OS adoption and licensing
- Exceeded revenue and attach rate goals by 15%
- Developed channel infrastructure and shipped Microsoft's first consumer product via eCommerce
- Successfully assembled product team and shipped product on implausible 9-month cycle

**Microsoft Digital Broadcast Manager**

Product owner of a digital media eCommerce server enabling a rapid, secure licensing revenue stream for digital content owners

- Increased Windows Media, Commerce Server and developer tools adoption.

**microsoftSF (1st Microsoft Store)**

Co-creator and director of content, production, infrastructure and interactive exhibits for microsoftSF, an interactive, hands-on retail environment showcasing Microsoft's software and hardware products

- Recipient of Chairman's Frontier Award by Bill Gates for demonstrated vision, innovation, and excellence
- Developed retail laboratory to test technology marketing concepts, contributing to an industry shift in software and technology product marketing strategies
- Created first "digital photo postcard" retail kiosk. Multiple exhibits subsequently selected for use at the Microsoft Museum in Redmond, WA.

**Microsoft Commerce Server - Microsoft Consulting Services**

Designed, developed and deployed multiple highly successful showcase eCommerce solutions using the Microsoft Commerce Server platform

- Subject matter expert and evangelist of Microsoft's eCommerce strategy and platform
- Designed and deployed solutions for multiple reference accounts (*The Gap, Albertsons, Nautica*)
- Increased early adoption of multiple Microsoft client and server technologies

**IVID Communications**

**1993 – 1996**

**Senior Software Engineer**

**Custom Computer Based Training (CBT) Management Systems and Multimedia Courseware**

Designed and engineered custom Windows-based training platform for *Ford, Jaguar* and *Caterpillar*

- Developed ground-breaking digital video multimedia applications
- Reduced course development schedule by 50%, saving over \$2M per year

**Innovative Retail Solutions**

Developed custom PC-based retail kiosks

- Created first cash register with on-the-job video training for *Fujitsu*
- Created integrated in-store and web-based eCommerce solution for *Costco* and *Helig-Meyers Furniture*

**MSL Enterprises**

**1993 – 1995**

**Custom multimedia application development**

**University of California, San Diego**

**1989 – 1992**

**Systems Operations Manager - bidding, procurement, inventory, production systems**

**TECHNOLOGY EXPERIENCE**

JavaScript, JQuery, HTML, C++, VB, SQL, Apache, PHP, ImageMagick, ASP, VS.NET, ASP.NET, VBScript, XML, 16/32-bit Windows applications, COM/DCOM, IIS, MTS, MSMQ, SiteServer, Proxy Server, Cert Server, SMTP server, SAPI, DirectX, DShow, DMusic, Windows Media player/encoder/server, Win 2000/2003 Server, WinXP, Vista, WinMCE Win2K, WinCE, WinNT, Win98/Win95, Win 3.x, OS/2, DOS, UNIX, PICK, Netware, Office, Project, Visio, FrontPage, SharePoint, VSS, Photoshop, AfterEffects, Premiere Pro, Dreamweaver

**EDUCATION**

University of California, San Diego - Bachelor of Arts

Visual Arts/Media Production (Film and Video)

Microsoft Certified System Engineer

Microsoft Certified Solutions Developer