

MICHAEL LAPKIN

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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

Microsoft Corporation
Lead Program Manager

1996 – 2004

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