

## NICOLE C. REINEKE

### SUMMARY

Successful Product Manager, solid technical foundation, strong customer experience. MBA.

### EXPERIENCE

July 2005-  
Present

#### **Reineke and Associates** – Northborough, MA

Owner, President

Product Management, Communication and Marketing consulting business. Creators of the Channel and sales EMC PlayBook, with over \$¼ Million in annual revenue.

Clients include:

- EMC – Playbook
- Sepaton Inc. – Product Management Contract – January 2006-
  - Competitive Analysis of VTL and Backup product markets
  - Supported Site(2) Launch
    - Created Customer and Sales presentations
    - Created Data Sheets
    - Wrote Cisco Router integration whitepaper
  - Performed complete site analysis of current customer base, created presentation and strategic recommendations
- LiveVault –Product Management contract –August 2005-December 2005 (now part of Iron Mountain)
  - Created PC Backup Market Analysis, Product Requirements Document, and recommendations on market entry strategy for Small and Medium business.
  - Created Hardware definition, and implementation for ONSITE Appliance solution:
    - Created Vendor relationships for appliance hardware,
    - Developed sample units (including component definition along with look & feel silkscreening and casement options)
    - Managed certification process
    - Defined product, pricing, and distribution strategy
  - Provided market analysis and recommendations on Medium Data Center backup product definition
  - Created and maintained new product definitions for server subscription backup product
  - Performed Competitive Analysis
  - Manage User Interface recruitment and testing process
- Lajoie Investigations – Start Date August 2005, ongoing
  - Created and implemented marketing plan for promotion of new book publication. Projects included books signings, postcard mailings, and other promotional activities.
  - Mailings and promotional activities resulted in 300% increase in sales
- Greta's Great Grains – Start Date October 2005, ongoing
  - Created online presence including website, Google advertising, Yahoo adverts, and search engine optimization
  - Developed Menus, mailings, and Holiday order forms. Managed print operations.

April 2004 -  
July 2005

#### **AccuSoft Corporation** – Northborough, MA

##### **PRODUCT MANAGER**

Responsible for all activities related to the VisiQuest data and image analysis product line, a scientific computing platform for research and development.

- Led on-time delivery of 2 major releases to market in 10 months, including introduction of new Native Windows application, increasing sales leads by 200%, with record revenues.
  - Created product definitions and schedules for three development teams (two on-site, one offshore, 15 developers).
  - Motivated staff of development managers. Set clear, achievable goals, and implemented milestones and new development processes (including bi-weekly code & bug reviews during the end of the release cycle, and creating acceptance testing as release criteria.)
  - Coordinated cross-organization resources and implemented product release
- Created new role at AccuSoft, implemented Product Management process. Responsible for:
  - Product Strategy – identifying distinctive competence, performing market research, identifying market problems, pricing and positioning.
    - Researched and successfully entered new markets including Drosophila, Cell Biology, and Nanotechnology research accounting for more than 50% of sales in last 6 months.
  - Product Management – technology assessment, competitive analysis, product roadmap, user personas, market requirements document, product requirements document, and release management
  - Product Marketing – defined marketing plan, customer retention programs, marketing messages, created collateral and sales tools, presentations and demos, wrote whitepapers, competitive checklists, and identified and staffed tradeshow and seminar events. Implemented monthly case study and press releases featured in industry magazines.
  - Product Roadmap definition and consensus
- Identified and built partner relationships with industry experts resulting in new product offerings and add-ons, increasing sales and press coverage. Companies include: NASA, Lockheed Martin, Research Systems, Inc, and MESA Computing & Analytics.
- Excelled in defining requirements that met customer needs, and communicating solutions, and priorities to internal and external customers
- Worked to establish position as industry-expert, including participating in round-table discussions and writing articles for industry magazines

September 1999 -  
April 2004

**Connected Corporation** – Framingham, MA

*Received Connected “Gold Star” for outstanding performance*

April 2003-  
April 2004

**PRODUCT MANAGER**

Responsible for Product Management activities in the Connected core product line DataProtector/PC, as well as lead the backup-subscription initiative. Excelled at analyzing customer needs and translating needs into business requirements. Effective decision maker.

- Developed subscription initiatives that increased gross margins through new pricing strategy and strategic business process enhancements.
- Worked with sales on deals with TCOM, Bell Canada, Aliant, Yahoo, and EDS to define a partner offering bringing in more than 30,000 new subscription users in under one year. (a 60% increase in recurring revenue from the subscription business)

- Enhanced strategic relationships with key partners. Direct contact for EMC, ADIC, NetApp, and Quantum. Worked with EMC Telecommunications Marketing team to create business case for preferred offering resulting in several multi-million dollar accounts.
- Created clear, detailed marketing and product requirement documents. Lead core teams through successful, on time product releases. Worked side-by-side with development teams.
- Analyzed needs and developed sales tools and training for DataProtector product line. Created whitepapers, competitive analysis and a datasheets.
- Developed and gave presentations for archiving and storage management seminars and enterprise-wide disaster recovery webinars. Acted as Connected representative to industry press and analysts.
- Actively participated in sales calls with prospects and customers.
- Performed detailed market analysis, built business cases based on focus groups and customer interviews, and ran international Beta programs for core product lines.

September 2000 -  
April 2003

### **RAPID RESPONSE SOFTWARE ENGINEERING MANAGER**

*Excelled in decision making, project prioritization, and management of ever-changing, diverse group of software engineers.*

Managed rotating team of software engineers, QA engineers, and technical support staff for Rapid Response software development team. Responsible for design, development, qualification, and delivery of service packs, hot fixes, off-line tools, sales requests and integration solutions for a disaster recovery software product. The Rapid Response software development team is a combination of professional services engineering, sustaining engineering, emergency field support and production SWAT team.

- Established charter and developed team from the ground level. Implemented new processes to increase team-response effectiveness.
- Responsible for defining, creating and presenting software defect solutions to sales, technical staff and engineering within hard deadlines.
  - Established priority-driven release definitions, delivered high-quality, focused service packs to large customer base.
- Created behavioral and technical specifications based on customer business requirements. Developed integration software solutions with key company partners, e.g. SAP, Intuit, HP, Boeing, PWC, Peachtree and EMC.
- Developed relationships with other key teams within the company and with outside vendors, partners, and customers to design and complete high quality sales driven engineering projects to spec.
- Led internationalization projects for main line releases. Worked with Venturi to bring product to German, French, Japanese, and Spanish speaking markets.
- Created project plans and training programs for all projects developed within the team.
- Excelled in providing employee reviews that identified development gaps and training needs. Brought engineers up to speed quickly resulting in high productivity in a short time frame.

September 1999 -  
September 2000

### **SOFTWARE QUALITY ASSURANCE ENGINEER**

Responsible for developing Quality Assurance processes, the creation and implementation of Functional Test, System Test and Automated Scripts using Perl and Silktest. Served as the technical liaison between Customer Support and Engineering during the product design and development phases.

- Developed project plans and functional specifications, performed regression testing and implemented QA process for client/server application running on Windows NT/95/98/2000 clients, Windows NT server, and SQL 6.5 & 7, 2000 databases.
- Developed solution procedures for Technical Support & customer use.
- Designed, developed and executed test scripts that exercise software functionality in both positive and negative paths.
- Identified, diagnosed, debugged and documented software defects/issues. Supported SQA's automation efforts by developing and executing automated tests using SilkTest.
- Provided beta support for international partners.

May 1998 to  
September 1999

**Domain Pharma Corporation** – Lexington, MA  
**SOFTWARE QUALITY ASSURANCE ENGINEER/PROJECT LEAD**

Responsible for test development and performance. Project lead for six-month defect system migration project from purchase to release

- Wrote functional specifications, designed test plans and developed test procedures for client server applications on Windows, UNIX, Alpha Open/VMS, and Sun/Solaris servers.
- Developed test scripts, including stress and performance testing, for SQL and Oracle testing environments. Refined and completed remote Oracle database testing project using personal Oracle in a multi-site environment.
- Served as Oracle DBA in a multi-site environment and as a Sun/Solaris system manager/DBA.
- Headed company support team for Oracle 7, SQLNet, and ClearQuest installations.
- Created UI for company-wide Oracle based tracking system, Rational ClearQuest, using Rational Design and VB Scripting.
- Designed & taught company-wide training course for Rational bug tracking system and supported tools. Innovated and drove change in the bug review process.

EDUCATION

**Suffolk University, Sawyer School of Management – Boston, MA**  
MBA, January 2004

**University of Massachusetts – Dartmouth, MA**  
BA English, Business Communications. Concentration: Mathematics, 1998

**MIT Sloan School of Management – Cambridge, MA**  
"Developing and Managing a Successful Technology and Product Strategy", March 2004

Pragmatic Marketing  
Practical Product Management Training Course, 2003

Learning Tree International  
Project Management Training, 2002

THEMIS Group  
C++ Development Coursework, 2000

## PUBLICATIONS

Reineke, Nicole. "Designing Image Processing Software for those without a Computer Science Degree", *Scientific Computing*. January 2005. p27-28.

Reineke, Nicole. "Aging LIS" Sidebar. *ADVANCE for Health Information Executives*. February 2005.

Ouellette, Nicole.

## TECHNICAL EXPERIENCE

DBMS: MSSQL, Oracle

Languages: C++, PERL, Silk Script, html, SQL

Design Programs: Adobe FrameMaker, Quark

Operating Systems: UNIX (HP-UX, AIX, Solaris, SGI, Linux RedHat),

Microsoft NT/2000/XP/2003, MAC OSX