

CV - PETER C. JANCA

TECHNOLOGY EXECUTIVE

PRODUCT MANAGEMENT * STRATEGY DEVELOPMENT - EXECUTION * CHANGE LEADERSHIP

Direct, personal experience in the full product lifecycle, including research, development, marketing, distribution/sales, and support. Skilled manager and change leader. Excel in clarifying issues, developing solutions, mobilizing cross-functional support and achieving superior results in complex environments. Gifted course developer and university graduate school teacher.

- * Market Development
- * Change Leadership
- * Adult education course development and program management
- * Full Lifecycle Product Management
- * Innovative Solutions Development
- * Issue Analysis and Diagnosis
- * Distributed Team Leadership
- * Operations Turnaround
- * International Business Management
- * Virtualization Market Management

SELECTED ACCOMPLISHMENTS

- * Revitalized \$25M global business, growing revenue and doubling profitability in less than a year (IBM).
- * Conceived and executed telecom entry strategy, creating CRM niche and beating AT&T (DEC).
- * Created new adult education program for technical professionals at NC State based on graduate course I developed and have taught for three years (Percussion).
- * Developed and executed virtualization strategy for combined hardware-software-services (IBM).
- * Energized technical team to produce products increasing market reach (NETAPP).

EXPERIENCE

PERCUSSION MARKETING SERVICES

April, 2009—Present

Strategic business consulting, product management, program development. Currently engaged by North Carolina State to design a new family of business courses for experienced graduate engineers and scientists.

NETAPP (leading supplier of storage and data management solutions) June, 2008 – November, 2008

Senior Manager of Reference Architects, Virtualization Business Unit (based in North Carolina)

Managed a distributed team which showed how NetApp storage works best in virtualized environments.

- * Created a new desktop virtualization product and caused its development. This resulted in a major European-based global partner being able to begin marketing new virtualization capabilities.
- * Increased on-time delivery from 20% to 100%, improved quality by 50%. This included significant change leadership within the group and among its clients, as well as interaction with VMware.
- * Assisted NetApp University in pilot course execution.

CISCO SYSTEMS (provides computer networking hardware, software, services) 2007 – April, 2008
Senior Product Manager, Cisco Services (Customer Advocacy) (based in North Carolina)
Managed product development and implementation for the key new strategic services offering. Identified and implemented significant offering improvements and redefinition, led with and through global distributed team, including senior executive stakeholders in Europe and Asia. Leadership style used resulted in consensus-building and decisions made in less than 1/3 of the normal cycle time.

IBM (global provider of services, software, hardware, research) 1996 – 2006
Senior Manager, IBM Global Services (2003 – 2006) (based in North Carolina)
Provided product management leadership, change leadership, strategy development, and market management for IBM Global Services business units.
* Global Services manager for cross-IBM initiatives on Virtualization, Services Oriented Architecture (SOA), Integrated Product Development, Component Business Model (consulting methodology).

Global Solutions Director, Telecommunications Customer Care and Billing / CRM (1999 – 2002)
Managed (P/L) a New Zealand-based business and a team of 30 product management, marketing, sales specialists and technical consultants deployed throughout the world. This \$25M business generated \$150 million/year to IBM.

- * Moved product management to a systematic, market-centric approach which resulted in higher product quality, improved customer satisfaction, increased software sales, and increased profitability.
- * Improved revenue, profit, and quality by closing an under-performing maintenance site, cancelling a failing development program, and moving sales from a “give-it-away” mentality.
- * Directly represented product to clients, press, analysts, and conferences throughout the world, including a product-dependent outsourcing sale worth \$3 billion. Kept lead through divestiture.

Solution Assessment Team Leader / Consultant (1998 – 1999)
Internal consulting role which evaluated IBM investments in selected industry products and solutions around the world. Successfully led over 20 product/business assessments, providing comprehensive recommendations for improved product and market performance.

Manager, Intelligent Agent Software Technology Center (1996 – 1997)
Managed the team which developed products, executed IBM’s global intelligent agent strategy, and got IBM recognized as a leading market participant.

PERCUSSION MARKETING SERVICES 1994 – 1996
Independent consultant, with specialization in advising high-tech companies on development and exploitation of new and/or innovative technology. Developed the definitive intelligent software agent study (sold by GIGA Group), resulting in new clients such as Microsoft and IBM.

DIGITAL EQUIPMENT CORPORATION, 1982 – 1993
Product Manager, Office Information Systems (1990 – 1993) (based in New Hampshire)
Managed team which developed and marketed Digital’s office/groupware products. Worked directly with Gartner, IDC, and other analysts which presented Digital as the industry leader. Successfully combined three competing product management organizations in Europe and US into a single, cooperating entity, thus improving product focus, reducing costs, and increasing efficiency.

Manager, Telecommunications Product Development (1982 – 1989)

Created strategic approach for new market creation. Executed the plan via product development and alliance programs. This approach created the first link between computing and telecommunications industries and resulted in today's CRM marketplace. It allowed Digital to defeat the dominant global telecommunications carriers intent on gaining proprietary control of this new market. Worked with Bell Laboratories to help it effectively apply Unix capabilities to Digital's VAX family.

UNIVERSITY – TEACHING

NORTH CAROLINA STATE UNIVERSITY, Raleigh, NC 2007 – Present

Faculty, Jenkins Graduate School of Business (part-time)

Developed and teach BUS590, a course to educate graduate engineering and science students in all aspects of business.

EDUCATION

BS, Electrical Engineering, University of Southern California, Los Angeles, CA

MBA, University of New Hampshire, Durham, NH

Managerial Skills Development Program, GE Executive Education Center, Crotonville, NY

ASSOCIATIONS

IEEE – Institute of Electrical and Electronics Engineers

PDMA—Product Development and Management Association

TIMA—Triangle Interactive Marketing Association