

Steven I Guttman

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summary of qualifications

- Over 20 years of work experience in Marketing, Business Development, Engineering, and Product Management. Responsible for products generating annual revenue of up to \$120 M.
- The first product manager for Adobe Photoshop. Managed or directed development of over 35 software releases.
- 8 years at VP+ level. Co-founded a company, raised funding, and managed a successful exit.
- Helped Fractal Design go public in 1995 as their VP of Marketing.
- Enterprise experience, Internet experience and shrink-wrapped software experience.
- Professional Engineer (1983), Registered Patent Agent (2004)

employment history

2003-
present

Autodesk (San Rafael, CA)

Director of Product Management, Infrastructure Solutions Division

Responsible for setting the strategic direction, and determining the requirements and feature sets for Autodesk's Civil Engineering and GIS line of products.

- Manage 9 product managers and 2 product line managers who oversee 10 products and product APIs. Seven were hired in the past 12 months.
- Put into place a repeatable product management and business reporting process consisting of MRDs, PRDs, 3-year roadmaps, and financial models tracking quarterly performance of seats and revenue against budget and previous year's performance.
- Achieved 14% increase in GIS line revenues and 35% increase in Civil line revenues over the previous fiscal year. Exceeded new seat goal targets.
- Successfully launched Civil 3D, a major new product with coordinated world-wide marketing and sales campaigns. Civil 3D achieved over \$9 M in bookings in its first quarter of shipment.
- Gave numerous presentations at company events including OTC, EMEA Tech Camp, ISD's Worldwide Sales meeting and AU.

2001-2003

GoThisWay Consulting (Oakland, CA)

Principal

GoThisWay is my consulting practice which is focused on Enterprise Marketing, Business Development and Sales issues:

- Enterprise planning application for A3 Solutions: Product marketing, software licensing, product management, interface design, interface engineering and customer validation for a new web-based budgeting and forecasting product.
- Market sizing study and competitive analysis of mapping and location-based-services market for Kivera.
- Research and recommendations for product extensions, and online marketing programs for PhotoDisc.
- Hired as acting VP of Marketing for Zing Network (before joining them full-time).

1999-2001

IBM/AlphaBlox Corporation (Mountain View, CA)

Vice President of Product Marketing

Halfbrain.com (San Francisco, CA) - acquired by AlphaBlox

Co-founder, President & CEO

Developed the pioneering web site that introduced some of the most advanced, next-generation Web-based applications to the Internet. In an 11-month period, the Halfbrain.com team developed the world's first online DHTML spreadsheet and presentation programs. AlphaBlox acquired Halfbrain in June of 2000. IBM purchased AlphaBlox in 2004.

- Organized and built the AlphaBlox' Product Marketing group. Acted as primary liaison with key customers and prospects. Created product advisory council with reps from enterprise customers including Deutsche Bank, SBC, Seagate, Pfizer, IBM and others.
- Promoted AlphaBlox/Halfbrain technologies and developed OEM, co-branding relationships with a variety of web sites and companies including AllBusiness.com, Trellex, LiveUniverse.com and others.
- Co-inventor of 2 patents-pending based on Halfbrain technologies.
- Raised \$5.2 M in Halfbrain financing. Recruited Bill Krause (co-founder and former CEO of 3COM) to the Halfbrain board of directors. Series A investor's equity represented a 6x step up on their investment, based on AlphaBlox' Oct 2000 financing round.

1998-1999

Zing.com (San Francisco, CA)

Executive Vice President of Marketing & Business Development

Zing was the #1 photo community on the web. The company was originally oriented towards rich-media advertising, and marketed an Internet "player" that delivered entertaining shorts while users waited for web pages to load. I was a key executive involved in helping the company explore its original business model, and transition to the new one.

- Managed a staff of about 30 people including Product Management, Marketing & PR, Marcom, Editorial, and Web development.
- Developed relationships with multimedia content providers including photographers like Rick Smolan (Day in the Life), MTV.com, Time-Life photography, Galen Rowell and others.
- Drove/investigated partnerships and helped drive co-branding/OEM strategy with a variety of 3rd parties including Pix.com, Live Picture, Adobe, FlashPoint, and PhotoPoint.
- Served as primary spokesperson to industry analysts and trade press on product strategy and company positioning.
- Instrumental in evolving Zing's strategy from rich-media advertiser to photo-hosting community.

1997-1998

Macromedia (San Francisco, CA)

Vice President of Product Marketing, Internet & Multimedia Products

At Macromedia I managed the product marketing and demand-generation groups for the company's largest division—responsible for Macromedia Director, Flash and Dreamweaver.

- Active in managing P&L for a \$100 M division, including tracking revenues, setting budgets and identifying opportunities and inefficiencies.
- Helped introduce Macromedia Dreamweaver—now the company's major revenue-generating product. Established key aspects of the Dreamweaver product strategy, including pricing, packaging and documentation.
- Actively pursued creative online and offline marketing strategies including online seminars, direct mail and direct email, designed to generate awareness, leads and/or sales.

1994-1997

Fractal Design (Scotts Valley, CA)

Vice President of Marketing

Managed all Marketing and Business Development functions for this startup, taking them through IPO, and growing the company from 35 – 120 people.

- Helped Fractal expand its product line from 2 to 7 products and grow its revenues from \$6.5 MM to \$35 MM in 3 years. Pre-tax profit averaged about 15%.
- Assisted the company in its IPO in November 1995.
- Developed OEM bundling program with hardware manufacturers including Wacom and Tektronix.
- Drove technology and content licensing for products including GIF compression from Unisys, color management from Kodak, patents from Scitex, art-instruction content from Walter Foster publications, bundled photography from Getty Images, Vivid Details and others.
- Helped Fractal evaluate and acquire 2 companies: Ray Dream (3D animation) and Poser (3D figure design). Worked proactively with principals to insure smooth transitions.
- Managed all Marketing and Product Marketing functions including PR, Trade Shows, Web Advertising, Direct Mail and Marcom. Conducted 25 direct mail programs in FY1997 which generated \$5.6 MM in revenue from \$1.2 MM in investment. Helped develop corporate ad system, instituted advertising tracking, developed a consistent packaging identity, and conducted regular market research.

1989-1994

Adobe Systems, Inc (Mountain View, CA)
Senior Product Manager (1991 - 1994)
Product Manager (1989 - 1991)

At Adobe I was the first Photoshop product manager and launched that revolutionary application in 1989, growing its revenues to over \$90 MM per year. I was promoted to manage Product Marketing for all Adobe's Macintosh graphics applications, contributing over \$120 MM per year (about 1/3 of Adobe's total revenue).

- Created product plans, specifications, marketing programs, and worked with Engineering, Technical Publications, Marcom and others to develop 3 major versions of Photoshop, Adobe's most successful product, ever.
- Pioneered OEM business strategy for Photoshop, developing relationship with major scanner and video card manufacturers including Epson, HP, Kodak, Umax, Microtek, and others. These programs contributed over \$10 MM to division revenues in 1993.
- Created business relationships with hardware vendors including Storm Technology, RasterOps, DigitalFX, SuperMac and other culminating in "Adobe Powered" program for Photoshop acceleration boards.
- Educated worldwide direct sales force on business issues, product capabilities and competitive landscape.
- Participated actively as a speaker and writer on graphics issues. Worked with external companies on common technology issues including Kodak for color management; HP & Aldus for scanner-software interface.
- Managed a team of 5 product managers responsible for Adobe's Macintosh Graphics products, including Photoshop, Illustrator, Premiere, Streamline, and Dimensions. These applications won over 30 industry awards during my tenure.

1981-1987

PMB Systems Engineering (San Francisco, CA)
Product Development Manager, Senior Engineering Manager, Senior Engineer

PMB was a subsidiary of Bechtel, which did structural design, analysis and programming. In my various engineering roles, I performed structural analyses, created reports and presentations, and developed a number of software tools (on mainframes, minis and micros) for clients including Shell Oil, the Navy, Chevron and SOHIO. As an engineering manager, I was responsible both for supervising the engineering work on specific projects as well as coordinating the career paths for 5 engineers in my group.

1979-1980

Petro-Marine Engineering (New Orleans, LA)
Design Engineer

At Petro-Marine I was charged with designing and analyzing a variety of structures related to the oil industry—chiefly gulf coast offshore oil platforms.

education

University of California, Berkeley
MBA, June 1989

University of California, Berkeley
MS in Structural Engineering, June 1981

Princeton University
BS in Civil Engineering, June 1979, graduated with honors

various and sundries

Author of over 30 published articles on high-tech issues and software reviews. Periodicals include Microtimes, Pre-, MacUser, Desktop Communications, Publication Directions, Desktop Publishers Journal, Newspapers and Technologies and Western Micro-Market. Co-author of three technical articles on structural engineering issues.

Registered Civil Engineer (State of California, 1983)

Registered Patent Agent (#55234, 2004)

Interests: blues guitar, architecture and design, photography, writing, reading, kids, cats