Jennifer Krauel
Résumé: Software Industry Experience

April 2000-2005, **Hewlett Packard**, Cupertino, California

March 2002-2005: **Program manager,** Management Software Organization

Responsible for initiating and delivering engineering projects for HP's strategic relationship with BEA, in the Enterprise Management software business.

April 2001- March 2002: Leave of absence, extensive global travel
April 2000- April 2001: **Partner Enablement Lab Manager,** e-speak Operation

Led a technical organization responsible for making customers successful with *e-speak*, an open-source middleware product enabling communication between web services. This team helped customers to architect and implement solutions, and produced technical materials for the developer community.

- Implemented an *e-speak* Systems Integrator program including communication, training, support, and consulting services.
- Managed managers responsible for technology evangelism, project management, course development, and solution engineering development.
- Influenced *e-speak* product direction by representing customers to marketing and R&D departments.
- Advocated strategy of solution targeted at mobile network operators. Resulting program became part of HP's solution for this important market.

1995-1999, **Actioneer**, San Francisco, California

Vice President, Product Development & Customer Care

Led overall product development effort for Internet services start-up. Actioneer delivered applications that use natural language to make it easier to use Internet services. Products were based on patented technology including a customizable natural language interface, XML-based integration, and two-way integration with Palm OS, Microsoft Outlook, and Lotus Notes platforms.

- Delivered 11 major product releases on time and within budget. Actioneer won several awards including ZDNet Program of the Year, Piloteer Excellence award, and PilotGear's "Gear's Choice". Actioneer was bundled in 1999 with every copy of Lotus's R5 release.
- Negotiated deliverables and defined technical direction with external partners Palm, Lotus, and IBM. Drove product strategy and represented development in defining overall company strategy. Regular presentations to board of directors and investors.
- Turned around young start-up organization into a tight, effective team. Boosted productivity and morale despite a reduction in staff and resources. Transformed software product development organization into hybrid product and service publishing team.

- Developed product architecture to support multiple portal OEM partners with dynamic service updates handled automatically for each service.
- Managed multi-level engineering, Q/A, web production, documentation, marketing, technical support, and IT departments.

Director, Product Marketing

Product management and marketing for *ActionBook* product, a personal workflow tool. Managed all aspects of marketing and web site development.

1993-1995, **Oracle**, Redwood Shores, California

Senior Product Manager, Web & Workgroup Systems Division

Developed and released version 1.0 of *Oracle Power Objects*, a Windows and Macintosh based object-oriented development tool including a visual design tool, BASIC programming language, and a complete relational database.

- Built a team, wrote product specifications, managed project scheduling and tracking, coordinated with development, support, manufacturing and other Oracle departments, and led all aspects of product packaging and release.
- Managed internationalization and localization efforts for Power Objects. Japanese version released simultaneous with US English product.
- Managed multi-level documentation and Q/A departments.

1982-1993, **Hewlett Packard**, California (multiple locations)

Product Manager, Retail Software Products

Served in a variety of product management roles in the division which created award-winning PC software products *New Wave* and *Dashboard*, and launched HP into the retail distribution channel.

- Developed international editions of HP *Dashboard* for various OEM partners.
- Negotiated $2 million revenue from PC divisions for bundling pre-loaded software.
- Managed internal and external ISV and OEM relationships, including joint development efforts, strategic planning, co-marketing programs.
- Consultant to all PC and handheld divisions, advising on software strategy and providing software bundled on HP's *OmniBook* sub-notebook.

Software Engineer, Computer Systems Division, Manufacturing Systems Division

Member of technical staff on multiple product development teams working on application development tools. Designed, implemented, and tested an object-oriented, repository-based team development tool for commercial application developers developed using Pascal on HP's RISC-based minicomputer family.

Programmer Analyst, Corporate Training

Responsible for internal application development and investigation of potential technologies for use in instructional delivery.