

# Jay Tomlin

## ***Experienced Software Product Manager***

*San Francisco Bay Area*

jay@jaytomlin.com 925-519-3953

## **EMPLOYMENT HISTORY**

### **Senior Product Manager, Security (2011-Present)**

VMware, Inc.

Responsible for driving additional customer value across VMware end-user computing products by adding security features and taking steps to prevent security vulnerabilities. Products affected include View virtual desktops (VDI), web-based single sign-on, and perimeter networking. As part of this job I:

- Determine and prioritize customer-driven and company-driven product requirements
- Coordinate simultaneous release efforts across multiple product lines and distributed engineering teams
- Maintain the long-term road map and set strategic direction for the product line
- Manage software life cycles
- Perform win/loss analysis and arm the sales team with competitive intelligence
- Speak as a subject matter expert at industry conferences
- Coordinate execution across sales, services, marketing, finance and legal teams

### **Principal Product Manager (2007-2011)**

Citrix Systems, Inc.

As the product owner, I tune into customer needs, define and prioritize product requirements, and enable multiple sales channels for Citrix Access Gateway, a secure remote access solution used across a broad spectrum of customer organizations. Gartner recognizes Access Gateway as the #2 remote access solution in the market and placed it in the leader's quadrant for SSL VPN products.

### **Technical Marketing Engineer (2006-2007)**

Citrix Systems, Inc.

- Develop and deliver technical marketing collateral, sales presentations and white papers
- Develop and maintain success kits for the worldwide sales team
- Run demos at industry trade shows

### **Technology Specialist Manager (2004-2006)**

Citrix Systems, Inc.

In response to demand from sales engineers being spread thin by a growing portfolio of products, I created this new role within the company and grew it to a worldwide team of 10 product "ninjas" whose charter is to overcome complex pre-sales technical obstacles.

- Support sales teams throughout North America with technical assistance, training and documentation
- Serve as "emergency rescue" technical resource when sales trials / POCs reach a technical impasse
- Author deployment guides and knowledge base articles

### **Technical Trainer (2000-2004)**

Citrix Systems, Inc.

- Responsible for learning the company's new products in deep technical detail and then preparing the worldwide technical support and services organization to support them.

### **Enterprise Technical Support Lead (1998-2000)**

Citrix Systems, Inc.

- Troubleshoot and resolve complex technical support issues for enterprise customers
- Perform root-cause analysis and assist with product configuration
- Deliver world-class customer service

### **Network Support Specialist (1994-1998)**

Indiana University

- Support Novell and NT server administrators on the eight campuses of Indiana University

## EDUCATION AND CERTIFICATIONS

### **How to create products customers love (2012)**

Two-day workshop with Silicon Valley Product Group's Marty Cagan

### **Practical Product Management / Requirements that Work (2007)**

Pragmatic Marketing workshop

### **Master's Degree, Music Theory (1996)**

Associate Instructor, Indiana University School of Music, Bloomington IN

### **Bachelor of Arts (1994)**

University of the South, Sewanee TN - Full academic scholarship

Double major: Mathematics and Music

### **High School Valedictorian (1990)**

Stratford Comprehensive High School, Nashville TN

## TECHNICAL SKILL SET

- VMware: View, ThinApp, Horizon App Manager, vSphere, vShield
- Citrix: XenApp, XenDesktop, XenServer, NetScaler, Access Gateway, Web Interface
- Microsoft: SharePoint, SQL Server, Active Directory, Windows Server, IIS
- Web Development: HTML/CSS, JavaScript, ASP.NET, C#, Java, JSP, PHP, MySQL
- Security and encryption: SSL/TLS, Digital Certificates, Smart Cards, Identity Federation
- Unix variants: Linux, Solaris, BSD

## RECOMMENDATIONS

"I can't think of another individual that is better suited to chart the course of a product line. Jay has a rare combination of skills that allows him to be both technically competent and highly tuned to the needs of customers."

--Product Marketing Manager

"His ability to share knowledge and technical concepts has earned him a genius rating with the field teams at Citrix."

--Senior Architect, Citrix Systems

"Jay is a truly inspiring individual with vast knowledge across multiple domains, and yet someone who is capable of working effectively and commanding respect with sales, marketing and technical people alike."

--Global Escalation Engineer

"Jay is one of the most creative, credible, and insightful technical product managers that I have ever worked with. Well-respected by engineering, marketing, and sales teams alike, Jay is an incredible asset to any organization."

--Senior Product Manager

"He is an outstanding product manager who is not only detailed oriented, thorough in everything he does, and technical, he also understands the bigger picture, grasps business concepts quickly & is decisive... Jay's professional competency and demeanor are a rare find in the workplace today."

--Senior Program Manager

More recommendations on LinkedIn:

<http://www.linkedin.com/in/jaytomlin>

## PERSONAL INTERESTS

- Classical music, running, reading