

MICHAEL SHEEHAN

OBJECTIVE

Product or Program Management position with a focus on product specification, development, implementation, project management and strategic planning within the Internet, software and/or hardware industry

HIGHLIGHTS OF QUALIFICATIONS

- 6+ years of Product Management, specifications and development experience within the software, telecommunications and Internet industries
- Project/Program Management skills honed to deliver products on time
- Technical expertise within a software and Internet Application Service Provider (ASP) environment
- Quick learner of new technologies, software and hardware
- Risk manager, multitasker and creative thinker
- Enthusiastic, creative, energetic and exceptionally adept at problem solving
- Dedicated team player and “Jack of all Trades”

PROFESSIONAL ACCOMPLISHMENTS

Product/Project/Account Management

- Defined detailed product specifications, design specifications, implementation plans, training courses for development, installation and integration of enterprise contingent workforce management system
- Oversaw product version releases; coordinated development and integration efforts on multiple company products
- Created numerous workflow, procedural and documentation standards designed to increase efficiency and productivity
- Implemented complex Internet auto insurance rating software installations within Internet portal sites
- Managed the technical integration of various partner services within a Web environment
- Developed and analyzed numerous Service Agreements and legal contracts
- Established and managed Procter & Gamble tele-promotion services through various self-created management systems

Internet/WWW

- 8+ years of Internet management experience including site design, project management and implementation, strategic consulting, content creation utilizing online and traditional marketing methods
- Led the development of Internet projects and strategies to further audience penetration while increasing product exposure

TECHNICAL SKILLSET

<i>Enterprise:</i>	Visual Intercept (bug/incident tracking), Visual Source Safe, Corporate Intranet Site Management, Basic SQL
<i>Web:</i>	HTML, Dreamweaver, ColdFusion, Flash, FrontPage, IIS, Microsoft SharePoint
<i>Microsoft Office:</i>	Word, Excel, PowerPoint, Access, Visio, Project, Outlook
<i>Graphics:</i>	Photoshop, Fireworks, Acrobat
<i>Platforms:</i>	Windows 95/98/NT/2000/XP; Macintosh OS 9 & OS X

EMPLOYMENT

Program Manager, Product Manager, Implementation Manager, QA Manager, Documentation 10.99 – present

EWORX EXCHANGE, INC. – San Francisco, CA

eWork delivers integrated e-procurement, management, payroll and benefits automation systems on an enterprise basis for the corporate contingent workforce. eWork.com is also an online public talent exchange with over 300,000 registered users.

- Managed all aspects of requirements gathering, design specification, product definition and installation, quality assurance, and training with multiple corporations including Cap Gemini Ernst & Young and Tibco
- Responsible for project planning, management, status reporting and coordination of all Engineering projects
- Interface between Product Marketing and Engineering throughout the entire development life cycle
- Successfully launched internal software product used within company Back Office
- Wrote Product Documentation (end-user manual) for enterprise product
- Wrote Marketing Requirements Documents (MRDs) and Product Design and Definition Documents (PDDs) of first corporate enterprise product offering; oversaw implementations of the product
- Identified solutions to internal workflow problems by conceptualizing, developing and implementing standards, procedures, documentation templates (including corporate MRDs and PDDs) and other methodologies
- Defined scope of projects, directed schedules while facilitating communications within and among all departments of the company
- Technical point of contact for Sales and Marketing; responded to various Request For Proposals of Fortune 500 companies; led technical sales demonstrations and discussions
- Conceptualized and implemented Intranet site designed to inform corporate users of Product and Engineering issues, schedules and procedures
- Produced several sections of corporate site

Account Manager, Sales Engineer 07.98 – 10.99
INSURQUOTE SYSTEMS, INC. – San Francisco, CA (corporate headquarters in Provo, UT)
InsurQuote Systems is a leading provider of Internet-based, business-to-business solutions that enable e-commerce in the approximately \$2.8 trillion global insurance industry.

- Managed the sale, installation, integration and on-going account maintenance of comparative auto insurance rating services to major Internet portals including *Autobytel, Perks At Work, Insurance News Network* and others
- Provided technical sales support to senior sales management
- Designed various sales presentations and collateral used in sales process

Consultant and Web Designer 1994 – present
SELF EMPLOYED– Pleasant Hill, CA & San Francisco, CA

- Provided strategic marketing direction to various start-up companies
- Conceptualized, designed, implemented and managed multiple Internet sites including: *Online Media Partners, eTravelPlan.com, RevivalTime.com, Occidental College Alumni*, and others

Account Executive, Online Marketing Specialist 08.97 – 07.98
USWEB (MarchFirst) – Sausalito, CA
USWeb, the Audience Development group, provided a disciplined approach to maximize the effectiveness of online marketing efforts, including audience creation, advertising, business strategy integration, online promotions, design, and measurement and analysis.

- Conceived, executed and administered numerous Audience Development programs for multiple high-profile Internet sites, including *Macromedia, Silicon Graphics, Bay Networks, Talk City, Diamond Multimedia* and others
- Provided day-to-day management of Audience Development teams in order to facilitate the development of online strategies, periodic metric reporting and complex strategy creation of campaigns

Product Manager 10.94 – 08.97
ACP INTERACTIVE, INC. – San Francisco, CA
ACP Interactive provides customized automated voice response software applications for use within direct marketing campaigns, automated order entry systems, interactive tele-promotions, and information retrieval systems, among others.

- Designed and managed interactive voice response applications used in direct marketing programs of various Fortune 1000 companies, including *Procter & Gamble*
- Generated over \$750,000 annually in sales by penetrating existing customer markets in addition to developing new revenue sources
- Conceived and produced company Internet presence, including training of management and others

Asst. Marketing Communications Manager 1992 – 1994
MCI TELECOMMUNICATIONS (Enhanced Voice Services Group) – San Francisco, CA
The Enhanced Voice Services Group provided automated voice response, voice processing, and call routing for companies pursuing better and more efficient ways of talking to their customers and employees.

- Oversaw internal and external marketing communications programs, including the creation of training materials, sales guides, trade show documentation as well as content for company business development
- Created Desktop Publishing department; managed Human Resources department

English Teacher 1990 – 1992
THE CANADIAN CENTER – Madrid, Spain
The Canadian Center is a school of languages that designs customized language courses exclusively for businesses.

- Taught various levels of English to business executives and government officials

EDUCATION

Bachelor of Arts 1986 - 1990
OCCIDENTAL COLLEGE – Los Angeles, CA

- Major: English and Comparative Literature
- Minor: Spanish and Studio Art

Marketing Certificate Program 1993 - 1996
U.C. BERKELEY EXTENSION – San Francisco, CA

- Completed with Distinction