

Gregg Andrew Dessen

189 Commonwealth Avenue
San Francisco, CA 94118
415.377.4314

gd@greggdessen.com

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

QUALIFICATIONS SUMMARY

- Experienced and seasoned web professional (interactive/digital strategy, visual/interaction design, technology development, web operations management, and online marketing) with a proven track record for the consistent success and growth of corporate web properties. 14 years experience within the internet industry.
- 10+ years experience successfully aligning customer- and business-centric web technologies, creative services, online marketing and sales, and business analysis within the computer software and internet technology industries.
- 10+ years experience successfully managing the launches of award-winning consumer and enterprise products (desktop and SaaS).
- 10+ years experience successfully conceiving, developing, and managing high-visibility, mission-critical corporate web properties and e-commerce businesses, as well as consumer/enterprise software distribution, online marketing, and support channels.
- Recognized management skills and demonstrated leadership within Marketing- and Engineering-focused departments, as well as within cross-departmental teams.
- Demonstrated ability to lead large, complex projects from strategy through implementation and release with superior program and project management skills.
- Exceptional technical proficiency, grasp of present/emerging web technologies, and commitment to best practices.
- Proven track record of helping grow technology businesses into industry leaders or toward corporate acquisitions.
- Extensive experience with external and internal client management, corporate presentations, and public speaking.
- Superior communication, organization, creative problem-solving, and interpersonal skills.

TECHNICAL SKILLS SUMMARY

- **Web Development Authoring Languages and Technologies:** JSP, ASP.NET (C#), PHP, XHTML/CSS, XML/XSLT, JavaScript, AJAX, jQuery, ActionScript
- **Web Authoring Tools:** Adobe Dreamweaver CS5, Adobe Flash CS5, Adobe GoLive CS5, Microsoft Visual Studio , Borland JBuilder Professional, IBM aDesigner [for ADA compliance]
- **Graphic Authoring Tools:** Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe InDesign CS5, Adobe Fireworks CS5, QuarkXpress, FilterForge
- **Content Management Systems:** OpenCMS, Documentum CMS, Tridion CMS, WordPress
- **Web Analytics Systems:** Omniture SiteCatalyst (and Hitbox/HBX predecessors), Google Analytics, Marketo, FireClick, WebTrends
- **Version Control Systems:** SmartCVS, Perforce, TortoiseSVN, Microsoft Visual SourceSafe, StarTeam
- **Server and Database Technologies:** Apache, Oracle Weblogic Suite (and BEA Weblogic Portal predecessor), MySQL
- **Office Productivity and Project Management Tools:** Mindjet MindManager 9, Microsoft Project, Microsoft Excel, Microsoft PowerPoint, Microsoft Visio, Microsoft Word, Adobe Acrobat Professional, JCVGantt Pro 3.

PROFESSIONAL EXPERIENCE

Mindjet Corporation · April 2007 – Present

Mindjet provides productivity software that helps business professionals visually organize and act upon ideas, information, and resources to drive productivity, team effectiveness, and business innovation. Mindjet products include industry-leading software and online services centered on information mapping, as well as applications that incorporate Mindjet's innovative visualization technology to improve the usability of leading business applications. More than 1.5 million people around the world use Mindjet software to clarify thinking, efficiently analyze information, increase team productivity, and make better-

informed decisions. Used by business professionals in 44 of BusinessWeek's® 50 "World's Most Innovative Companies," Mindjet solutions dramatically boost productivity and team effectiveness.

Senior Manager, Mindjet.com and Web Product Engineering

- **Corporate Web Strategy:** Planned and directed the strategic and technical evolution of the Mindjet international web presence. Responsible, in partnership with executive Marketing personnel, for development of ongoing web strategy roadmap to synthesize initiatives from Marketing, Product Marketing, Product Management, Engineering, Sales, Business Development, and Support departments. Responsible for ongoing requirements gathering, strategic solution planning, program/project management, and technical implementation of these initiatives.
- **User Experience:** Managed information architecture development, user flow planning, interaction design, UI wireframing, and UI prototyping for a consistent web user experience throughout successive strategic repositionings of the company and major product releases. Responsible for sitemap/topology development, wireframe development, design composites, and other associated documentation.
- **Website Design, Development, and Management:** Designed, developed, and managed a dynamic, i18n-compliant, and international website localized for English-US, English-EU, English-UK, French, German, and Japanese locales through several redesigns and technology platform migrations. Responsible for all updates/upgrades to site functionality, UI design, and cross-system interactions. Responsible for implementation and ongoing maintenance of OpenCMS (Java-based content management system) to allow for the distributed authoring of content by non-technical personnel, thereby improving organization and market responsiveness.
- **Product Launch Management:** Managed international product launches for 17+ products including MindManager for Windows versions 7/8/9, MindManager for Mac versions 7/8, MindManager Lite 7, Mindjet Connect, MindManager Web, Mindjet Catalyst, MindManager Explorer for SharePoint, Mindjet Deal Navigator for salesforce.com, Mindjet for iPhone, MindManager Image Library, Mindjet Jetpack for Project Management, MindManager Sales/CPA Editions, and Mindjet JCVGantt (including all iterative version releases).
- **Web Product (SaaS) Development and Management:** Responsible for information architecture, interaction/visual design, technical development, and ongoing Engineering management of Mindjet Catalyst, a web-based collaboration platform and service that includes features such as real-time collaborative mind-mapping, document management, document transformations, web conferencing, and user account management.
- **Web Operations/Personnel Management:** Managed a seven-person, international web operations team responsible for interaction/visual design, website development and production, content management, localization, and web publishing. Oversaw and nurtured professional development of team members, mentored junior developers and project managers, and ensured a positive and highly productive work environment.
- **Search Engine Optimization (SEO):** Managed ongoing website optimizations for organic search based on internally-generated SEO analysis (using SEOToolSet) as well as analysis provided by contracted SEO vendors (SmartSolutions and ACE Rankings). Results included consistent improvement in (and maintenance of) organic search rankings for selected keywords throughout strategic repositionings of the company and major product releases.
- **Web Analytics/Analysis:** Managed implementation and refinement of various web analytics technologies (Omniture SiteCatalyst, Google Analytics, Marketo analytics, and FireClick) to monitor website usage, user/customer behavior, performance of sales and marketing initiatives, trial software downloads, and online sales. Prior to the hiring of a dedicated, full-time business analyst, responsible for the development and distribution of weekly web metric reports and analysis.
- **Creative Services:** Managed select interactive creative services internally for Mindjet. Responsible for the design, development, and delivery of a wide range of digital assets including graphic banners and advertisements, Flash banners, Search Engine Marketing (SEM) landing pages, promotion landing pages, and HTML emails.
- **Localization Services:** Managed localization services for all web-focused Marketing, Product Marketing, Sales, and Support initiatives intended for German, French, and Japanese markets. Responsible for localization of all web content, web collateral, emails, interactive media, and other creative assets. Managed vendor relationships with multiple, external localization services and associated budgets.
- **Community/Social Networking Site Development:** Designed, developed, and launched three company-specific web communities/social networks for MindManager users within respective organizations. Developed a scalable model for the rapid development and launch of new MindManager communities/social networks to support Business Development initiatives.
- **3rd Party Web Utility Implementation:** Implemented InstantService Live Chat for the Mindjet Sales department, including live voice, chat, and email response services (results included a 13% increase in site-visitors-to-trial-registration conversions). Designed and implemented phpBB User Forum (four international versions) for Mindjet Support department. Designed and implemented Wordpress Blog (two international versions) for Marketing and Product Marketing departments. Implemented PicoSearch internal site search engine for Mindjet web properties, and used administration controls to optimize and customize search results for targeted keywords.

Check Point Software Technologies · December 2004 – April 2007

Check Point Software Technologies is a leader in securing the Internet. It is a market leader in the worldwide enterprise firewall, consumer Internet security, and VPN markets. Check Point solutions are sold, integrated, and serviced by a network of more than 2,200 Check Point partners in 88 countries, and its customers include 100 percent of Fortune 100 companies.

Manager, Internet Operations and E-Commerce

- **Web Strategy and User Experience:** Directed the strategic evolution of the Check Point ZoneAlarm international web presence as well as the tactical execution of initiatives encompassing all areas of customer interaction, user experience, and e-commerce.
- **Website Design, Development, and Management:** Developed and managed a dynamic, i18n-compliant, and international website localized for English, French, German, Italian, Japanese, and Spanish languages. Scope of localizations included comprehensive content and media translations, language- and geographic-specific promotions, full e-commerce functionality, and international product distribution.
- **E-Commerce Management:** Developed and managed a robust, J2EE e-commerce system and product catalog of 700+ SKUs, including a suite of product merchandising features including dynamic cross-sells, up-sells, SKU bundles, behavior-driven discounts, backup CD fulfillment, and extended download service. Implementation and refinement of this system enabled annual e-commerce revenue to grow from \$15M to \$40M+.
- **Product Launch Management:** Managed product launches for four consumer products including ZoneAlarm® Internet Security Suite, ZoneAlarm Antivirus, ZoneAlarm Anti-Spyware, and the ZoneAlarm Z100G Secure Wireless Router. Managed the online distribution lifecycle for five consumer products through ~15 iterative version releases in six languages.
- **Web Operations/Personnel Management:** Managed a six-person web team responsible for visual design, content management, localization, website development and production, product catalog management, product release, and web publishing. Oversaw professional development of team members, provided annual and mid-year reviews of personnel, and ensured a positive and productive work environment.
- **Web-Based Tool Development and Management:** Designed and developed web-based tools for web operations, online sales and marketing, and technical/customer support departments in effort to increase revenue, realize operational efficiencies, and foster organizational growth. Tools include the Web Projects Management System, Web Promotions Management System, ZoneAlarm Spyware Scanner, and ZoneAlarm Product Configurator.
- **Web Service Management for Products:** Managed the ZoneAlarm In-client Redirect Server application, enabling the full customization and configuration of all in-product hyperlink destinations and behavior. This dynamic application is used to efficiently manage 10,000+ product, language, OEM, client state, and action-specific link combinations for product purchase, product renewal, trial conversion, service and support, etc.
- **Web Promotion Management:** Developed and managed 500+ promotional micro-sites, landing pages, emails, and sales-oriented web offerings to support international consumer sales and marketing initiatives.
- **Web Management for Business Development:** Developed 30+ primary and peripheral web properties to support business development and channel partner initiatives. Programs included the Small Business Reseller Program, the International Consumer Distribution Partnership Program, the Cooperative Security Alliance, the Home Service Provider Program, the General Service Provider Program, the OEM Partner Program, and the Affiliate Program.
- **UI Development for Supplemental Web Services:** Developed and managed product-centric websites/web service interfaces including SmartDefense Information Center, Virus Information Center, and AlertAdvisor. These web services and websites incorporate real-time virus, spyware, and internet security data feeds from Check Point, Kaspersky, and Computer Associates.
- **Web Analytics/Analysis:** Selected and implemented WebSideStory's HBX Web Analytics technology to monitor website usage, user/customer behavior, performance of sales and marketing initiatives, trial software downloads, etc. Assisted Business Intelligence personnel in designing HBX reports for various internal departments. Managed this vendor as the primary business contact.
- **Internal Site Search:** Selected and implemented Atomz.com internal site search engine. Leveraged Atomz.com's Search Matrix algorithms and robust reporting functionality to optimize and customize search results for targeted keywords. Managed this vendor as the primary business contact.

Zone Labs/Check Point Software Technologies · August 2000 – December 2004

Zone Labs®, a Check Point company, is one of the most trusted brands in Internet security. Zone Labs is a leading creator of endpoint security solutions protecting millions of PCs and the valuable, personally-identifiable information on those PCs, from hackers, spyware and data theft. The ZoneAlarm family of products is among the most popular and successful Internet security products available. Zone Labs, Inc. was acquired by Check Point Software Technologies in December 2004.

Web Production Manager · February 2002 – December 2004

- **Website Design, Development, and Management:** Developed, administrated, and maintained all Zone Labs' customer-facing web properties, including the corporate website, e-commerce channels, and product-centric web services to ensure a consistently positive online user experience. Managed the iterative development of all information architectures, web interfaces, and underlying presentation logic. Major accomplishments include two comprehensive website redesigns and numerous aesthetic refreshes.
- **Product Launch Management:** Managed the product launches for five consumer products and five enterprise products including ZoneAlarm Pro, ZoneAlarm Plus, ZoneAlarm with Web Filtering, IMsecure® Pro, IMsecure, Zone Labs Integrity®, Integrity Agent, Integrity Flex, Integrity Secure Client, and Integrity Clientless Security. Managed the online distribution lifecycle for 10 products through ~12 iterative version releases in three languages.
- **Web Operations Management:** Supervised and managed all company-wide content publishing and deployment functions. Developed and maintained operating standards and process documentation for all web publishing methodologies. Managed web production resources, internal and external, to ensure adequate staffing and effective use of resources. Supervised, trained, and mentored several Web Producers.
- **Web-Based Tool Development and Management:** Developed numerous web-based tools for sales, marketing, and technical/customer support departments in effort to increase revenue and realize operational efficiencies. Tools include the ZoneAlarm Product Selector, ZoneAlarm PestScanner, and Enterprise ROI calculator.
- **Web Promotion Management:** Developed and managed 250+ promotional micro-sites, landing pages, emails, and sales-oriented web offerings to support online consumer sales initiatives.
- **Web Management for Business Development:** Developed 30+ primary and peripheral web properties to support business development and channel partner initiatives. Programs include offerings for Cisco, Microsoft, AOL, IBM, EDS, Linksys, SMC, D-Link, SnapGear, as well as numerous financial institutions and technology companies.

Senior Web Producer · August 2000 - February 2002

- Responsible for developing and supporting all web design and production efforts for the Zone Labs corporate websites, as well as presentation-layer interfaces for product-centric websites and other customer-oriented web applications.
- Responsible for managing strategic web initiatives for internal clients, including Product Management, Marketing Communications, Technical Support, Customer Service, and Business Development.
- Responsible for ensuring consistency and proper functionality in all areas of Zone Labs' corporate websites, including corporate identity and branding, written content, navigation and peripheral site utilities, layout format, and design aesthetics.
- Proactively managed daily site updates and changes, e-commerce-oriented initiatives, online store catalog activity, and web promotion initiatives.
- Liaised with internal teams and external service vendors including design agencies, content providers, and partners to ensure that deadlines were met.

ineed.com · July 1999 - July 2000

ineed.com was an online business-to-business network, exchange, and e-marketplace featuring real-time communication, negotiation, and transaction capabilities.

Director, Web and Content Production

- Designed and developed all elements of website information architecture, user interface, and event-specific interfaces through all iterative site revisions and localization.
- Acted as Engineering liaison to Marketing, Business Development, and Affiliate Relations departments to plan and execute various business program initiatives.
- Developed and maintained a cross-referenced, 1,400-record, 3-tier category database of business vertical markets and all inclusive services/products through which vendors could register their businesses and customers could register their service/product needs.
- Researched, selected, and planned the integration/maintenance of licensed content from media aggregation providers (iSyndicate, Screaming Media, etc.) including overall scope of offering, cost analysis, and implementation plans.
- Developed strategy and content for the ineed.com New Millennium Job Fairs, the internet's first national online Real-Time Career Networking events.

- Maintained co-branded websites for over 15 Chambers of Commerce and professional organization partnerships.
- Served as technical liaison to Chambers of Commerce and professional organizations to facilitate development schedules.

Compare.Net · September 1996 - May 1999

Compare.Net was an online interactive buyer's guide and information resource for automotive, home appliance, home electronics, sporting goods, and photography/videography products. Compare.Net was acquired by Microsoft Corporation in May 1999.

Manager, Research and Content Development (Home Appliance Division)

- Planned, developed, and authored 20+ consumer-oriented buyer's guides and technical definition glossaries.
- Directed and executed extensive product research of 1,000+ products across 20+ home appliance product categories for use within interactive product search tools. Supervised consumer product data aggregation and database management.
- Developed liaisons and partnerships with product manufacturers to enrich editorial content, increase site traffic, and generate advertising revenue.

Founder and Team Lead, Product Data Integrity and Content Quality Assurance

- Created and led a six-person, cross-departmental team to develop a methodology for ensuring the accuracy and integrity of all research data and information collected for product resources.
- Implemented an accountable and transparent workflow process for editorial and data collection services.
- Supervised on-going performance metrics of data accuracy and increased product information integrity from ~80% to ~98%

EDUCATION

TUFTS UNIVERSITY · Boston, MA · September 1992 – May 1996

- Bachelor of Arts (Magna Cum Laude) awarded in May 1996: Political Science (major) and Music (minor).
- Inducted to Dean's List for all semesters.
- Inducted to Golden Key National Honor Society in April 1994.

ADDITIONAL TRAINING & CERTIFICATION

- Nielsen Norman Group (Jakob Nielsen) Web Usability Seminars (various throughout 2004-2009)
- Bruce Clay, Inc. Search Engine Optimization and SEOToolSet training (2009 certification)

References available on request.