

ROBERTA L. RIEDEL, PMP

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SUMMARY

- Powerful track record includes managing global teams across 4 sites and 3 countries; implementing new standards; coaching and training interdisciplinary work teams; creating repeatable processes; reducing business cycle times; increasing quality.
- Seasoned leader of product and project teams in high technology environment; skilled at guiding and driving teams from requirements to implementation.
- Certified program manager with strong technical skills emanating from high-tech industry experience and software engineering background; proven experience with full life cycle projects and large-scale implementations.
- Accomplished Business Analyst; experienced defining requirements and driving vision.
- Managed IT, professional services, software development, and project management organizations in both start-up and mature company environments.
- Broad experience collaborating with executives to individual contributors, and external clients and customers.
- Experienced delivering enterprise information and IT systems, embedded software systems, telecommunications software, Internet solutions.
- Effective at crisis management; experienced at saving customer accounts from cancellation, rallying teams behind a common goal, releasing products under challenging situations, being catalyst for actions to improve customer service.

PROFESSIONAL EXPERIENCE

RIEDEL CONSULTING, PALO ALTO, CA

2000 – PRESENT

Sole Proprietor and Management Consultant

Product development and project management consultant for growing technology companies needing to achieve product launch dates with predictable costs, expected return, and required quality

PREMIER RETAIL NETWORKS, SAN FRANCISCO, CA

Consulted with key executives to achieve measurable improvements in project execution, schedule and cost predictability, and delivery on business objectives

- MEDIA/COMMUNICATIONS
 - Mentored executive management in decision making processes
 - Defined business process life cycle, team roles, work activities and products
- HARDWARE/SOFTWARE/NETWORKS
 - Provided staffing recommendations and plans
- MANAGEMENT CONSULTING
 - Developed work product templates and tools spanning complete project life cycle
 - Developed and delivered series of five training modules, training 150 employees

ENTELOS, INC, MENLO PARK, CA

Worked with Technology organization to turn around failing project and improve process methodologies

- BIO-SIMULATION
 - Moved organization from inability to meet schedule despite significant overtime from key individuals, to 100% schedule performance while working standard hours
- RESEARCH & DEVELOPMENT
 - Maintained revenue stream from key customer jeopardized by inability to deliver on customer promises
- MANAGEMENT CONSULTING
 - Increased quality levels during development, reducing QA test cycle by 30%
 - Cut development cycle by 50%, doubling capacity for product releases

THE DIALOG CORP, MOUNTAIN VIEW, CA

Worked with Product Development and Technology organizations to rein in program of 4 concurrent Internet solutions projects, and make decisions about outsourced development subcontract

- INFORMATION SOLUTIONS
 - Reorganized troubled program; created turn-around for failing subcontractor
- INTERNET TECHNOLOGIES
 - Managed project team of 35-45 members across 3 engineering disciplines
 - Developed deployment plan for installation of 12 systems required for rollout
- PROGRAM & SUBCONTRACT MANAGEMENT
 - Managed \$1M subcontract; achieved on-time system delivery for subcontractor
 - Forged successful business relationship between client and subcontractor

SUCCESSFACTORS, SAN MATEO, CA

1999 – 2000

Project Management Executive, SuccessFactors Executive Team

- COMMERCIAL SOFTWARE
 - Managed all software development for HR and work force optimization products delivered as company intranet and ASP-hosted Internet solutions
 - Delivered parallel releases of 3 products and 6 customizations
- B2B INTERNET START-UP
 - Developed yearly product roadmap to implement company strategy
- EXECUTIVE MANAGEMENT
 - Defined company-level processes from requirements through QA test and release
 - Managed professional services organization of 9 account managers and engineers, and 2 software subcontractor companies

THE DIALOG CORP, MOUNTAIN VIEW, CA

1998 – 1999

Director of Project Management

- INTERNET SEARCH & RETRIEVAL
 - IT & MIS
 - PROJECT OFFICE
- Directed global project management department of 8 senior project managers
 - Managed 4-7 concurrent projects with international teams of 25-100 across 4 sites
 - Evaluated ERP vendors, selected ERP package and initiated implementation
 - Managed multi-million dollar project budgets; delivered parallel releases of Internet products, and internal billing, financial and sales information systems

INPOWER/INTEGRAL, INC, SAN FRANCISCO, CA

1997 – 1998

Federal Systems Product Manager

- COMMERCIAL SOFTWARE
 - HR & PAYROLL ERP
 - PRODUCT MANAGEMENT
- Reinvigorated product development of problematic federal version of HR and payroll software products; developed product plans, schedule and requirements
 - Hired and managed engineering team
 - Managed customer accounts; developed product futures
 - Achieved product line rollout in 6 months; rescued customer account from verge of cancellation with near-term revenue of \$.85M and contract life of several million

LOCKHEED MARTIN MISSILES & SPACE CO, SUNNYVALE, CA

1979 – 1997

Deputy Chief Software Engineer, Space Systems Division

- TELECOMMUNICATIONS
 - EMBEDDED SOFTWARE
 - AEROSPACE & DEFENSE
 - SOFTWARE ENGINEERING & PROCESS MANAGEMENT
- Chaired Software Engineering Group comprised of managers at 3 companies
 - Developed full life cycle software processes for \$1.5B defense satellite programs; included evolutionary spiral development, object-oriented design, software reuse
 - Represented program during ISO audits and CMM assessments
 - Led installation of Unix-based software engineering environment; included metrics reporting, requirements management, configuration management, defect tracking
 - Programs received ISO 9001 certification and assessed at SEI SW-CMM Level 3

Project Manager, Enterprise Information Systems

- IT & EIS
 - AEROSPACE & DEFENSE
 - PROJECT MANAGEMENT
- Managed technical implementation of \$2M IT initiative for company PDM solution
 - Developed business plans, including resource, staffing and training requirements
 - Managed budget and schedule
 - Managed subcontractor work quality, deliverables, and contract performance

Software Systems Engineer, Research and Development Division

- DATA WAREHOUSE & MIS
 - RESEARCH & DEVELOPMENT
 - SOFTWARE ENGINEERING
- Implemented distributed, client-server MIS and integrated data warehouse
 - Provided technical leadership to engineering team
 - Developed requirements, designed and implemented advanced procurement system with electronic approval, AI expert system, EDI, credit card commerce
 - Realized \$1.8M annual savings; reduced procurement cycle from 30 to 4 days

ADDITIONAL SKILLS

- Certified Project Management Professional (PMP), Project Management Institute
- Broad understanding of diverse business disciplines resulting from experience in Business Development, HR, Finance, Procurement, Engineering, Manufacturing, Product Assurance, Professional Services
- Versed in Internet technologies, web-based applications, client-server architectures, object oriented methodologies
- Proven expertise with multiple technologies, programming languages, databases, and operating systems (WebLogic, iPlanet, Apache/Tomcat/Struts, IIS web and application servers; EJB, Java, C/C++ ; Oracle, Informix; Windows, Unix)
- Experienced with multiple methodologies and tool sets including UML, RUP, ESP, PACE, RAD/JAD; RequisitePro; ClearCase, PVCS, VSS; Visio, BusinessObjects, Microsoft office suite including Project and FrontPage
- Formal training and successful implementation of SEI CMM assessments, ISO 9001 certification, TQM, MRP/ERP.

EDUCATION

SANTA CLARA UNIVERSITY

M.S. Computer Engineering, 1991

STANFORD UNIVERSITY

A.B. English, 1979

UNIVERSITY OF CALIFORNIA SANTA CRUZ

Certificate E-Commerce Engineering (in progress)

PROFESSIONAL TRAINING

LOCKHEED MARTIN EXECUTIVE DEVELOPMENT PROGRAM, 1994-1996

LOCKHEED MARTIN MANAGEMENT INSTITUTE, 1995

NUMEROUS BUSINESS PROCESS, LEADERSHIP, TECHNICAL, AND PROJECT MANAGEMENT COURSE SERIES

PROFESSIONAL ORGANIZATIONS

Project Management Institute (PMI) Silicon Valley Chapter

Women in Technology International (WITI)

Institute of Management Consultants (IMC) No California Chapter

American Society for Quality (ASQ) Silicon Valley Section