

BRIAN A. INDUNI

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SUMMARY

Over 20 years of professional experience consisting of 14 years in product management, marketing, and business ownership, and 9 years in R&D, mechanical, and process engineering. Advanced computer and Internet proficiency, as well as global professional speaking experience. Highly execution-driven with a very strategic mindset and strong entrepreneurial spirit. This broad background contributes to a solid business maturity and proven success in business and strategy leadership.

PROFESSIONAL EXPERIENCE

Induni NorthWest

Founded 2005

Owner, President

Executive consultant. Clients and roles:

Client: Technology Leaders, Software Product Manager,

2008 - Present

Accountable for launching Dynamic Alert, a new software product, and for the overall strategic product direction.

- Responsible for all aspects of product marketing, including PR, webinars, demos, events, email campaigns.
- Develop, implement, and manage all aspect of beta testing program.
- Evaluate emerging markets, partner strategy, product/offering, and technical developments.
- Coordinate the technical strategy of product releases, including fixes and feature enhancements.
- Ensure proper QA, product compatibility with partner tools, and customer satisfaction.
- Drive business development efforts with partners and vendors.

Client: Web Analytics Association, Executive Director

2005 - 2008

Responsible for the overall business success and strategic direction of the professional non-profit organization. Effectively communicate and evangelize association mission and vision to drive global awareness and generate support.

- Instrumental in 400% membership growth over 3 years, generating cash reserve of \$400k.
- Leadership provided to over 300 volunteers on 11 committees globally.
- Developed Key Performance Indicators (KPI's) of membership growth, renewal, and revenue and presented to Board of Directors monthly.
- Responsible for assessing competitive trends, threats and opportunities in the evolving web analytics professional landscape, and their impact on the association.
- Strong understanding of web design, applications, navigation, web 2.0, viral marketing
- Proficient in research, analysis and assessment of information, and dissemination and communication of insights to key decision-makers.

InFocus Corporation, Wilsonville OR

2004 - 2005

Senior Business Line Manager, Systems & Integration

Responsible for defining overall business strategy and execution of marketing functions for the Systems Integration business line. This included product proposals, product concepts, business plans, product and channel initiatives, and meeting the financial objectives of the company.

- Identified market requirements and developed business plans to drive product line direction utilizing industry trends and customer feedback.
- Secured alternative vendor for optional lenses resulting in saving \$3M in endangered sales.
- Drove Core Team product development and market delivery initiatives with engineering and operations team members to achieve business objectives in a timely manner.
- Managed lifecycle and market delivery timeliness for product portfolio including new product introduction, supply/demand, pricing, and product EOL strategies.
- Drove EOL process revision for product line resulting in saving \$300K of scrap components. Achieved by incorporating engineering into the EOL process to design obsolete components in to new designs, and by incorporating a global view of spare parts needs.

NetIQ Corporation, Portland OR (Formally WebTrends Corporation) 2000 - 2004

Product Manager, Web Analytics

Responsible for a key WebTrends web analytics software product line, with a quarterly run rate of \$5-6M from license and maintenance. Accountable for the strategic product direction, as well as the day-to-day tactics with sales and fulfillment. Primary interface to driving GTM plan to global sales channels, including direct Inside Sales Reps, field Major Account Managers, and worldwide distributors and resellers. Regularly maintain industry pulse to monitor trends and forecast future customer needs.

- Managed all aspects of product launches, from definition to execution to post launch. Motivated cross functional teams to meet target dates, and drive engineering to prioritize development and hit cost targets for profitable margins.
- Accountable for overall product success, measured quarterly. With a quarterly run rate of \$5+ million, 12,000 units, 30,000 leads, and over 60,000 accounts, this product line made up 33% of WebTrends overall revenue.
- Instrumental in the creation and implementation of an innovative license activation and check system to reduce piracy. Channel partners and resellers reported that piracy was slashed by 85%.
- Created and embedded a Flash training tutorial (Professor WebTrends) in the entry level products to reduce the load on tech support. After training was implemented, call and email load dropped by 20%, resulting in a quarterly savings of nearly \$40k
- Created and implemented a formal beta testing program, the first of its kind for the company. Beta was executed in three phases so as to closely manage the beta-tester relationship and feedback, as well as the load on QA and development.

Induni & Induni, Inc., Portland OR (d/b/a Bringing You Home) 1999 - 2000

Co-Owner, Vice President

Founded Bringing You Home, a real-estate 'for sale by owner' business, with a business model built around educating and enabling people to sell their home themselves.

- Developed business plan, secured financing, established relationships with appropriate vendors for all aspects of printing and promoting.
- Created a full color, glossy magazine using the latest in software/hardware technologies and local printing resources to print 40,000 copies monthly on a four color heat-set press. Created a network of diverse distribution methods for the monthly magazine.
- Designed, built, and maintained corporate website. Implemented customer feedback, on-line registration, and customer order forms. Realized over 40,000 page views and thousands of unique visitors per month within the first 6 months.

Precision Interconnect, Portland OR Business Manager, Test & Data Interconnects 1997 - 1999

Champlain Cable Corp, Colchester VT (a division of Huber + Suhner) 1994 - 1997

Hallam Associates, P.C., Burlington VT. Mechanical Designer 1990 - 1993

IBM, Burlington VT. Processing Equipment Technician 1987 - 1990

Dynatech Scientific, Cambridge MA. R&D Engineer 1985 - 1987

EDUCATION AND PROFESSIONAL DEVELOPMENT

Mechanical Engineering Technology, Vermont Technical College, 1985.

For more details on accomplishments in presentations, public speaking, and interviews please see Google search "Brian Induni" <http://www.google.com/search?hl=en&q=brian+induni&btnG=Google+Search>

PERSONAL INTERESTS

Restoration of antique and classic automobiles, residential building/remodeling, boating and camping with my family.

REFERENCES

Lorna Finman, *President, LCF Enterprises, Post Falls ID. 208-640-9412*

I am a mentor for a FIRST robotics team (made up of high school teens) and Lorna is sponsoring this team. She can speak to my creative thinking, leadership, and hands-on capabilities.

Bryan Eisenberg, *CIO, Future Now Inc, New York NY. 877-643-7244*

Bryan and I have known each other since late 2000 when he was just starting his web analytics consulting business and I just started at WebTrends. He can speak to nearly every aspect of my business capabilities.

Derek Fine, *Product Manager, WebTrends, Portland OR. 503-553-2744*

Like Bryan, Derek and I have known each other since late 2000. We worked together for four years at WebTrends, and he can speak to nearly every aspect of my business capabilities.

RECOMMENDATIONS

Jim Sterne, *Chairman, Web Analytics Association (colleague)*

“While helping the WAA get its legs under it, Brian was a caring, hard-working Executive Director who was truly interested in making the organization run more efficiently for everybody involved. Good natured, sincere and willing to go the extra mile.” June 26, 2008

Loren Hadley, *Ecommerce/Marketing Manager, Pacific Recreational Products (colleague)*

“It was a pleasure working with Brian on a number of different initiatives at the Web Analytics Association. There are a lot of truly talented people involved in the Web Analytics Association, Brian in the role of Executive Director, played a critical role in creating the cohesive, productive organization it is today.” November 29, 2007

Judah Phillips, *Director of Web Analytics, Reed Business Information (business partner)*

“Brian Induni is a smart, creative, passionate, hard-working leader in the web analytics industry and has been since the 1990's. During his tenure at the WAA, global membership has grown significantly, and new and innovative programs and committees have been very successfully established. Due to his leadership, the WAA has become a better and more powerful industry organization. Brian is also a fun and stimulating conversationalist and a nice person. Highly recommend.” December 2, 2007