

# BRIAN A. INDUNI

2883 E. St. James Ave  
Hayden Lake, ID 83835

(208) 772-6563 | (208) 691-7371  
email: brian.induni@induninw.com

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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. Global speaking experience to audiences such as resellers, press/analysts, and end users. Highly hands-on 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 leadership.

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## PROFESSIONAL EXPERIENCE

### Induni NorthWest

Established 2005

#### *Owner, President*

Executive consultant. Clients and roles:

#### **Client: North Idaho Discovery Association, Executive Director** (2009 – Present)

Responsible for all marketing and business development efforts including PR, collateral, web site, and campaigns.

- Developed business structure and operating document. This included a plan to develop a for-profit business and franchise across the country.
- Created website wireframe and RFP for site overhaul.
- Wrote RFP for architect selection for the STARS Science Center.
- Drove business development efforts with local businesses and partners. This included a Sponsorship Benefits program.

#### **Client: Technology Leaders, Software Product Manager** (2008 – 2009)

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.
- Developed, implemented, and managed all aspect of beta testing program.
- Evaluated emerging markets, partner strategy, product/offering, and technical developments.
- Coordinated the technical strategy of product releases, including fixes and feature enhancements.
- Wrote product launch plan, technical support plan, and sales collateral.
- Drove 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 communicated and evangelized 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

### 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.

**WebTrends NetIQ Corporation, Portland OR**

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 drove 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 in house 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. R&D Engineer, moved to Product Management**

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

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## REFERENCES

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

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

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

## 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

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## PERSONAL INTERESTS

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