Brendon J. Wilson

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PRODUCT MANAGEMENT LEADER

I'm a human Swiss Army Knife with an unbridled sense of curiosity, a knack for translating customer insights into innovations, and a bias towards action. I extract order from chaos, a skill that I've used to develop authentication and encryption products from concept to launch. I get stuff done—quickly, correctly, and without oversight.

KEY ACHIEVEMENTS

- Defined a new authentication standard (FIDO, now W3C WebAuth), deployed it to 150MM+ devices from leading mobile manufacturers and 750MM+ mobile payments users while growing annual revenues from zero to $4MM.
- Integrated three Symantec acquisitions, delivered sales tools and training, executed programs generating $21.2MM in sales opportunities, and achieved 250%+ of US sales plan in the three quarters post-acquisition.
- Drove multiple major releases of PGP's category-defining enterprise data protection platform and delivered $40MM+ revenue and 25% annual growth over three years.
- Personal project: Built an automated e-book publisher for Amazon Kindle and Apple Books, published 15K e-book titles, and grew revenues from zero to $3K+ per month.

KEY CAPABILITIES (SUPERPOWERS)

- **Mind-reader:** I have a finely-honed ability to see beyond what people say, and to surface their underlying needs, motivations, rationales, and assumptions.
- **Synthesizer:** I deftly navigate complex technologies and ambiguous needs, spot the relevant patterns and issues, and distill crisp, prioritized, and actionable guidance.
- **Communicator:** I delight in crafting narratives that express complex ideas with clarity, and in acting as an enthusiastic evangelist to peers, customers, executives, and press.
- **Influencer:** I establish credibility, drive consensus, and lead without authority using my technical and business expertise, my upbeat attitude, and my sense of humor.

PROFESSIONAL EXPERIENCE

Principal Product Manager Technical (1 year), Senior Product Manager, Technical (5 years)   2018 – Present
Amazon, Santa Clara, CA

Built Echo Spatial Perception (ESP), a SaaS-based machine learning service that identifies the closest device to the customer. ESP helps Alexa deliver a cohesive customer experience in environments containing multiple Alexa devices.

- Drove programs across ESP, Audio Technology, Wake Word, and Device teams that reduced the ESP error rate by over 35% and eliminated 9MM errors per week worth over $30MM in contributing profit over three years.
- Partnered with applied scientists to transition ESP to machine learning models, instituted programs that reduced device onboarding from 16 weeks to under an hour and maintained accuracy across device software updates.
- Defined and delivered a mechanism to measure ESP's impact on customer experience using direct customer feedback, and implemented granular dashboards to identify, isolate, and remediate emerging ESP issues.
- Coordinated delivery of ESP support for all Alexa devices since 2018, including > 20 Amazon devices (Echo, Fire Tablets, Fire TV), and over one hundred partner devices including those from Sonos, Ecobee, and Meta.

Director of Product Management   2012 – 2016
Nok Nok Labs, Palo Alto, CA

Built a strong authentication suite and an ambitious industry initiative to eliminate passwords. Defined a new standard (FIDO, now known as the W3C WebAuth standard), spurred adoption, and grew revenues from zero to $4MM annually.

Core Product Management Responsibilities

- Defined product vision and roadmap, and drove product (iOS, Android, and Windows clients, Linux server) from concept to launch with a distributed agile team of 35 engineers and 1 direct product management report.
- Led first customer technical engagements (PayPal, Alipay, DOCOMO), and deployed usable, secure mobile payments for 750MM+ users and 1MM+ merchants in 27+ countries.

- Integrated fingerprint and iris biometric authentication into 150MM+ Samsung, Sony, Fujitsu, and Sharp phones and tablets in 150 countries to bootstrap the FIDO ecosystem.
- Refocused strategy from PC to mobile, identified new use cases to broaden addressable market, differentiate, and extend runway until adoption of standard reached critical mass.

Corporate and Business Development Responsibilities

- Coordinated with OEM, operating system, browser, and biometrics vendors to grow FIDO Alliance to 250+ members, finalize the FIDO protocol, and deliver first certified products.
- Nurtured close relationships with key partners (Google, Microsoft, Qualcomm, Intel, and others) to gain early access to technology, first mover advantage, and industry goodwill.
- Prepared board-facing product updates, and crafted investor / partner due-diligence materials enabling the company to secure $50MM+ in venture capital and strategic funding.

Senior Product Marketing Manager   2010 – 2012
Symantec, Mountain View, CA

Integrated SaaS products from three acquisitions into messaging, tools, training, and programs for the newly formed Data Protection portfolio (Data Loss Prevention, Encryption, Authentication).

- Built and executed RSA SecurID competitive displacement program generating $21.2MM in pipeline and 50+ deals at major customers, including Eli Lilly, E-Trade, and NFCU.
- Trained 1250+ global sales representatives and specialists, resulting in 134% of global FY2011 sales plan (and 256% of the US plan) for my products within three quarters.
- Crafted messaging, tools, and training for the releases of Symantec VIP, VIP Intelligent Authentication, Fraud Detection Service, and a partner integration with Intel.
- Revived press and analyst relations, garnering prominent positive coverage by Gartner, Forrester, IDC, The New York Times, Dark Reading, eWeek, and SC Magazine.

Director of Marketing   2009 – 2010
PGP TrustCenter (acquired by Symantec), Menlo Park, CA

Led pre-acquisition marketing due diligence, and post-acquisition lead generation programs responsible for $3MM in pipeline in the first 90 days, including $2MM in new business. Aligned product messaging with the PGP Encryption Platform portfolio messaging and overhauled all sales tools and training materials to enable US-based inside sales team.

Product Manager (3 years), Product Marketing Manager (1 year)   2004 – 2008
PGP Corporation (acquired by Symantec), Palo Alto, CA

Managed five products in an award-winning, category-defining integrated data security portfolio, and delivered $40MM+ revenue and 25% annual growth over three years. Developed MRDs and PRDs for two major releases of the flagship policy console, Universal Server, and email encryption gateway, Universal Gateway Email. Drove PGP Command Line development from concept to launch, including a go-to-market strategy that delivered $5MM+ in revenue the first year.

Previous: Software Developer at PKI Innovations (2001-2003), Infowave (2001), HushMail (2000), IBM (1998-1999).

PATENTS, PUBLICATIONS, PRESENTATIONS

Patents: Granted US patents #9015482, #9172687, #9219732, #9305298, #9367676, #9736154, # 9985993, #10404754.

Book: *JXTA*. Indianapolis, IN, New Riders, 2002. 488 pgs. Available in English, Japanese, and Korean editions.

Presentations: Silicon Valley Product Management Association, ProductCamp Silicon Valley, RSA Innovation Sandbox, Money 20/20 Launchpad 360°, Global Platform TEE Summit, Cloud Identity Summit, Symantec Vision, BookCamp.

EDUCATION

MBA (Strategic Management Specialization), University of British Columbia, Canada

BASc (with Honors), School of Engineering Science, Simon Fraser University, Canada

Certificate in Engineering (with Distinction), University of Sussex, United Kingdom