

Mike Pell

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"...very insightful perspective on the future of user interfaces"

-- Jakob Nielsen
leading authority on web usability

QUALIFICATION HIGHLIGHTS

Extensive experience and demonstrated success in a wide variety of roles over a 20 year career in the software industry -- including key individual contributor positions in large corporations, executive management for small VC-backed startups, and two entrepreneurial efforts.

Most Recent Work - At Microsoft, designed the user experience, visuals and interaction model for the next-generation of Desktop Search for Windows Live and also the Microsoft Outlook 2007 search feature set.

Rare combination of talents -- business-savvy technologist, maverick designer, charismatic leader

- **Business:** Deep customer empathy, strategic thinker, bizdev, marketing and sales experience
- **Design:** Portfolio of highly innovative work in Search UI, 3D user interfaces, Mobile Services and Search UX
- **Technology:** Began career as Software Engineer; comfortable writing code or rapid prototyping

Proven track record throughout career of shipping highly successful software products

- Key contributor to development of industry leading products including Acrobat 1.0 and Outlook
- Demonstrated ability to effectively manage across multi-discipline software development teams
- Shipped products in several categories: desktop applications, enterprise web apps, mobile services

Extremely Versatile; Broad Skillset

- As comfortable in front of customers and users as driving internal development efforts
- Recognized as a world-class software designer and rapid prototyper (using both code and artwork)
- Strong management skills: people, communications, team dynamics, mentoring, hiring, recruiting

RELEVANT EXPERIENCE

Microsoft Corporation

Product Designer / Program Manager

December 2001 - present

Redmond, WA

Windows Live Search Desktop – (FILTER) Product Designer for this next generation Desktop and Federated Search client application. Influenced and worked across many groups within the company to drive innovation and also integrate the best pieces of Office 2007, Windows Vista and Windows Live user experience to deliver a compelling new customer experience. Responsibility and accountability for all facets of the UI, Visuals and Interaction model. Also served in the role as UX Program Manager to work closely with Dev to get the best implementation possible of the feature set.

Microsoft Outlook 2007 – As PM, drove the design and delivery of a dramatically new Search experience for the next version of Microsoft Outlook (2007). This is the area of greatest resource investment for the coming release both people-wise and technology-wise, and will be the flagship feature. Complete responsibility and accountability for all UX facets of the feature, including customer field research, requirements gathering, existing problem analysis, scenario identification, user experience and interaction design, spec writing and reviewing, usability studies, security threat modeling, and driving the on-time development effort across several multi-disciplinary teams. Also responsible for partner relationship management with over a dozen

teams across Microsoft to unify the next gen search user experience and technology. Three patents filed on Search-related innovations.

MSN Mobile – Originally joined Microsoft as the Lead Program Manager for User Experience (UX) in MSN Mobile, which provides wireless information services on a subscription basis for cell phones and smartphones in over forty countries worldwide. Helped ship four major releases of MSN Mobile web services in less than two years, worked with many external partners to acquire content. Filed one patent on a novel mobile information service design that has now become the focus of this team going forward.

Strengths (As pointed out by Microsoft management in employee reviews)

Vision, Rapid Prototyping, Demos

"You have an uncanny ability to translate ideas into visual representation and definitely a skill that many teams within Microsoft can leverage. This was exemplified in your work on providing substance to the (product) vision. In particular, your demo was very well done." -- from 2003 Annual Review

Passion for great UX

"Your UX contributions, both as an individual contributor and as a team lead, were your greatest contributions over the course of the review period. Your evangelism has raised the team awareness of UX and your ownership of the UI elements was very strong" -- from 2002 Annual Review.

External partner relationship management

"You did a good job handling (major partner) issues. Ensuring they had an appropriate outlet for discussion of website issues was critical for our business, and you did a great job owning the problem. I particularly appreciated your maturity in dealing with what was often a difficult customer." -- 2002 Annual Review

People Management

"As a manager, you did a nice job handling your direct report who can admittedly be difficult at times." -- from 2002 Annual Review.

Key Accomplishments

- Shipping a lot of high impact software within a short period of time
- Learning a rigorous methodology for designing and developing software
- Defining product innovations in the mobile and search spaces
- Building a large network of contacts across Microsoft and external partners

WildTangent, Inc.

Sr. Director, Enterprise Development
December 2000 - October 2001
Redmond, WA

Recruited by CEO, Alex St. John, to create and run the Enterprise Development Group within WildTangent after a funding round lead by Accenture to push WT's technology into the Enterprise. Pell delivered over a dozen innovative working prototypes of solving real business problems through interactive 3D graphics embedded within web pages for major companies. Pell was later tapped by St. John to lead the successful execution and deployment of the WildTangent Game Channel, a major shift in corporate strategy to sell online web games direct to consumers.

- Worked directly with Accenture, Microsoft, WaMu, Time, Boeing, SAS and Siebel on Enterprise solutions
- Formulated and drove the Microsoft .NET strategic plan for WildTangent
- Developed toolkits and examples of integrating Microsoft Office XML data with interactive 3D graphics
- Drove the initiative to ensure WT technology is VisualStudio.NET, C# and VB.NET compatible
- Managed the Solutions Engineering team within the Business Development group
- Responsible for execution, deployment and master scheduling of the WildTangent Game Channel initiative
- Managed all external Distribution Partners relationships with HP, Shockwave.com, GameSpy, GamePro

- Successfully launched Game Channel in the US; expanding to international partners

Reason for leaving: VCs refocused the company solely on Games; Defeated purpose of joining

Futuristic Design, Inc.

Chief Executive Officer

March 2000 - December 2000

Sunnyvale, CA

Pell founded and self-funded this software startup to bring his concepts for "Dimensional Communications" to market. The goal was delivering a web-based tool to uniquely combine rich media, 3D, speech and audio in a form that brought an order-of-magnitude leap in effectiveness when conveying dynamic information and processes within e-business systems.

- Wrote the business plan, created investor presentations, and prototyped the web-based software
- Recruited a senior team of former colleagues for key executive positions
- Attracted a highly successful Advisory Board of Silicon Valley executives
- Validated the business model and service offering with high-profile, paying customer (nVIDIA)
- Formed alliances with strategic industry partners, and briefed leading analysts

Reason for leaving: Combined efforts by joining well-funded WildTangent, Inc.

Fuel RTM, Inc.

Chief Technical Officer (acting)

October 1999 - March 2000

Santa Clara, CA

Fuel Real-Time Marketing (RTM) was a successful high-tech marketing communications and advertising agency. Clients included Microsoft WebTV, Sony Playstation, Seagate, CurrenEx, Asera, NVIDIA and Inventa. This thirty person firm consistently did top notch work and attracted top Silicon Valley clientele.

- Member of the executive management team during the transition from Ad agency to e-service provider
- Contributed to the overall strategic thinking for taking the business into its new market
- Part of the sales team that went in to pitch for new business, and wrote several client proposals
- Responsible for all technology-related aspects of client projects during this time
- Primary technical contact for all client meetings and ongoing project work
- Responsible for developing the methodology and process for internal project deployment

Reason for leaving: Consulting position served as a funding bridge for Futuristic Design

Promptu Corporation

Director of Operations

April 1998 – Sept 1999

San Jose, CA

Promptu was a venture-backed Internet startup that was spun out of FCI Communications in May 1999. The company delivered a comprehensive enterprise solution for Channel Partner Management through a web-deployed ASP model. Customers included leaders such as Apple, Shell, 3Com, Oracle and Logitech.

- Key member of the executive management team that attracted venture capital funding
- Concurrently managed engineering, web production, creative, project mgt and support groups
- Deployed the processes and methodologies that made projects profitable for the first time
- Drove the company toward more progressive and efficient organizational structures
- Primary customer contact and project manager for several web-based applications and public websites

- Hired and retained key personnel and converted all contractors to full-time employees

Reason for leaving: Left to startup own company, Futuristic Design, Inc.

Newfire, Inc.

User Interface Architect / Program Manager

May 1996 - February 1998

Saratoga, CA

Newfire was a venture-backed Internet startup that created groundbreaking 3D online game technologies before Quake even existed. Based on a unique playback engine and toolset, Newfire enabled online games to be played within standard web browsers using Java and VRML 2.0 standards. This was way ahead of its time in both business model and market space in '96.

- Recruited out of Adobe Systems to become employee number one (after the company founders)
- Responsible for cross functional management of Engineering, QA and Product Marketing
- Designed, programmed and usability tested all aspects of user interface for 3D software products
- Created product specifications, visual designs, user experience and working prototypes for all products
- Art Director for early company image, marketing collateral, website artwork and 3D game demo
- Worked closely with Marketing and Sales on demo prep, trade shows and press events

Reason for leaving: Startup ran out of money after two years

Adobe Systems Incorporated

Computer Scientist / Engineering Manager

March 1990 - April 1996

Mountain View, CA

Pell was a key contributor on the original tiger team that designed and built early prototypes of Acrobat in 1990. In fact, he was the first and only Macintosh engineer on the Carousel/Acrobat project for the first year and a half. After working as an individual contributor UI Designer and Engineer on v1.0, Pell assumed an Engineering Management role during the 2.0 development process, which focused on installation and localization. Left Adobe in 1996 to join a VC-backed Web 3D startup founded by an Acrobat teammate.

- Member of the original product design team and first engineer assigned to Adobe Acrobat in April 1990
- Pioneered the use of Multiple Master font substitution technology in early versions of Carousel
- Principal user interface designer for Acrobat 1.0 UI (Macintosh and Windows)
- Programmed major UI portions of the Acrobat 1.0 viewer application and installer
- Created a dynamic language sensing Installer for the entire Acrobat product line in seven languages
- Formed and ran the Acrobat Release Engineering Group for MacOS, Windows and Unix platforms

Reason for leaving: Joined newly funded startup with Adobe teammates doing Interactive Web3D

Emerald City Software

Software Engineer
August 1989- March 1990
Menlo Park, CA

Emerald City developed Adobe Postscript-related software and utilities for the Macintosh and NeXT platforms. Pell moved to Silicon Valley to join this VC-backed software startup run by Randy Adams, which was later acquired by Adobe after releasing the groundbreaking TypeAlign (first utility based on ATM v1.0).

- Helped design and code the award-winning TypeAlign utility which was brought to market in 3 months
- Worked on the prototype of DisplayTalk Mac (Display PostScript programming environment)
- Forged a relationship with Pixar to work on 3D text utilities, which directly lead to their release of Typestry

Reason for leaving: Company acquired by Adobe Systems, Inc.

Beyond, Inc.

Founder, Chairman
Sept. 1985- July 1989
Tucson, AZ

Pell co-founded this software startup in 1985 to design and publish Macintosh utility software. The company successfully launched and sold its product for five years, and was later acquired by Double Click Software.

- Conceptualized and wrote the clever user interface enhancement, MenuFonts, in 1986
- Managed daily operations, customer support, marketing, production, documentation, advertising
- Successfully raised angel funding for the company through a private placement stock offering

Reason for leaving: After running a software business for 5 years in the Arizona desert, time to move to Silicon Valley

EDUCATION**University of Arizona**

Bachelor of Science in Systems Engineering candidate
August 1981-Sept. 1985
Tucson, AZ

Originally went to college to study Graphic Design (graduated in the Art Honors program at Central High School in Scranton, PA), but soon discovered computer programming. Switched to Management Information Systems and general Business courses for two years, then transferred into the Systems Engineering program for remaining two years. Left school after four years in September 1985 to found one of the earliest Macintosh software startups. That small company became Beyond, Inc. (see above), which afforded the opportunity to learn all aspects of running a software business from the ground up. Beyond, Inc. was eventually sold to DoubleClick software after 5 years.
