

Michael J. Tardiff

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Expertise

- **Servant leader** for agile teams that produce and deliver software and online products and services.
- **Methodologist** with experience applying agile, sustainable development techniques (Scrum, XP).
- **Engaging** presenter, **excellent** writer. Technical **evangelist**, product **champion**.
- **Passionate** about focus. **Dedicated** to excellence. **Persistent** in obtaining results.

Experience

SolutionsIQ Redmond, Washington 2007–present

- **Facilitated** professional-services teams in using agile development methods to speed delivery.
- **Coached** product owners, developers, testers, managers, and executives adopting Scrum and XP.

Consultant

Led professional services engagements with hybrid customer-site teams learning to shorten delivery cycles, reduce defects, adopt automated testing, practice pair programming, and ensure quality. Most recently coached teams at midsize company in half-year project to deliver new features using agile methods, and establishing continuous integration environment, and planning releases using Scrum.

WhitePages.com Seattle, Washington 2005–2007

- **Managed** redesign and delivery of Web site and UI for B-to-B, self-service mailing list provider.
- **Coached** team moving from “waterfall” to Scrum methodology for rapid delivery of business value.

Senior program manager

Managed design, planning, implementation, and delivery for three major releases of SOHO-focused, customized mailing list site. Helped team use Scrum to respond to critical business needs: increase average basket size, customer retention, and conversion. Served as Scrum master.

Aviarc Corporation Seattle, Washington 2002–2005

- **Managed** definition, creation, and delivery of Web-based documentation management system.
- **Directed** personnel and processes for mission-critical data center and network operations.

Director of product management and operations

Directed development of Web-based document management, delivery, and retrieval system for international trade documents. Used Extreme Programming and Displayed Thinking to establish focus and best use limited resources. Shipped major releases of server and desktop client software on time and below budget. Delivered product demos; developed white papers; led customer support team. Created network operations service standards; oversaw restructuring of data center infrastructure and establishment of redundant warm sites; managed network operations team.

DataChannel Bellevue, Washington 2000–2001

- **Drove** definition and specification of company’s Fortune 500 enterprise portal product.
- **Lead** cross-departmental team to rebrand product and components, working with external agency.

Senior product manager

Provided strong technical leadership in definition of product features, working closely with program management counterparts and management. Coordinated efforts of engineering, marketing, support, and documentation teams in producing and supporting product. Researched and evaluated competitive products. Developed and presented demos and product presentations. Communicated with customers and other groups to promote, shape, and improve products. Wrote white papers.

Webforia Bellevue, Washington 1998–2000

- **Shipped** four releases of Internet software product in six months.
- **Accelerated** Web-portal platform schedule to meet or beat critical delivery milestones.
- **Focused** multidisciplinary team on primary product objectives in fast-growing startup.

Director of product management

Achieved company's primary Web and software objectives by managing company's product, program, and account managers. Set team and individual objectives and schedules, keeping projects on track to meet commitments. Championed products and objectives internally and externally

Senior product/program manager

Drove the definition, specification, and fast-track scheduling of Clickbar, a sticky and self-diffusing Web "microportal." Focused product delivery team on schedule, shipping four releases in half a year.

Assumed management of research-phase project, and fast-tracked an already aggressive delivery schedule. Shipped Web-based B-to-B portal-building platform on day initially committed.

Led team for two desktop-based Web tools from conception to delivery. Instrumental in marketing plan definition, Web site and collateral development, selection of e-commerce vendor, packaging design. Coordinated efforts of engineering, marketing, testing, and support teams in producing and supporting product. Evaluated competitive products. Developed demos and presentations.

Sorensen, Roberts & Hansen Seattle, Washington 1996

- **Directed** integrated marketing agency's refocusing on Internet projects.

Principal technical consultant

Managed design and implementation of agency and customer Web projects. Produced educational seminar series for staff and clients. Wrote copy for Web sites. Authored articles and advertising copy.

Northwest Nexus Bellevue, Washington 1994–1996

- Developed pioneering ISP's marketing function, managed customer support and press relations.

Marketing communications manager

Produced advertising, seminars, trade shows, presentations. Served as primary media spokesman. Managed new product and service development, testing, and marketing.

Western Star Consulting Seattle, Washington 1993–1998

Founded Internet consulting and marketing firm. Delivered projects including technical marketing consulting, needs assessment, Web site implementation, technical articles, and custom seminars.

Digital Equipment Corporation Nashua, N.H. and Bellevue, Washington

- **Managed** product teams across coasts and continents in the U.S and Europe.
- **Led** documentation teams in planning and producing technical documentation sets.

Senior product manager 1989–1992

Managed specification, implementation, testing, and packaging of Bookreader on-line documentation tools, forerunners of today's Web browsers. Presented at technical symposia and trade shows.

Senior principal technical writer 1980–1989

Planned software documentation and led writing teams producing operating system documentation.

Education

Professional skills development courses in change management, building collaborative teams, agile methods, channels marketing, value-based pricing, technology licensing, interface design, negotiating, and project management. Certified Scrum Master.

Bowdoin College, Brunswick, Maine Government and English