

Britta Schellenberg

Summary of Qualifications

- Seasoned product manager with successful track record of shepherding products from an idea through the design and development cycle to its launch in the market.
- Competent in creating technical requirements, product plans and roadmaps, design specifications and launch plans. Familiar with Agile Development processes.
- Experienced in managing projects and creating processes at start up companies, managing and motivating cross-functional teams, creating project plans running Beta programs and supporting customer implementations.
- Managed and executed globalization and internationalization projects for websites, tools, documents, software. Multiple years of translation and interpretation services. Native German speaker.

Experience

Axeda Corporation, Foxboro, MA

01/2008-present

During my tenure at Axeda, the company was looking to expand their offerings with a m2m product line. Handpicked by the CEO to spearhead this project as a Product Manager, I was involved in the initial design discussion and development efforts. The first customer engagement was worth more than \$1 million.

Product Manager

- Supported two Scrum teams as a Product Owner, creating User stories, evaluating features for readiness, reviewing documentation and working closely with the development staff on UI and architectural design.
- Supported the Marketing and Sales team by creating customer related materials, product briefs and demos.
- Worked closely with a large Systems Integrator, participating in requirements sessions, providing product reviews, creating roadmaps, presentations.
- Researched and validated third party products for integration with Axeda, working with Marketing on contract related issues and R&D on technical evaluation.
- Provided customers and prospect with Roadmap overviews, collected feedback on new features, demo'ed new functionality to drive customer satisfaction and sales efforts.

Product Team

Impress Software, Waltham, MA

12/2005-01/2008

I joined Impress Software at a very crucial time in their company history while they turned over their product management practices and revised their development strategies. Impress Software built packaged integration products for EPM and GIS.

Product Manager

- Product team leader with overall responsibility for the timely delivery and high quality of Impress for GIS.
- Created Market Requirement documentation (MRD), development and QA plans, and product roadmaps.
- Worked closely with Product Development and QA on product design specifications and implementation strategies. Engaged with external design firms and worked collaboratively on front-end designs, Look & Feel and workflow of products.
- Supported Professional Sv. and Sales with RFPs, demos and customer implementations. Managed several early stage product implementation projects ranging from 50k to 350+k.
- Managed feature requests, organized user groups to gather customer feedback, traveled to customer sites to review usage of products and derive new product ideas.

Product Management

90 Eddy Street
Apartment 202
Providence, RI 02903

Phone: 978.317.9661
Email: brittaschellenberg@mac.com

- Evangelized the product through speaking engagements and business interest groups.

SavaJe Technologies, Inc, Chelmsford, MA

4/2003-12/2005

During my time at SavaJe, I held a variety of positions with increasing responsibilities. The company developed a java-based operating system for the emerging smart phone market. The IP was later sold to Sun Microsystems.

Product Manager

Product Management

- Overall responsibility for translation and localization efforts for SavaJe's operating system, including Core and Application layer, documentation and software development tools.
- Managed translation vendors and contractors through lifetime of projects, including RFP creation and rate negotiations. Advocated for project internally and worked with QA, Development, Finance and Legal to integrate project with internal product schedules.
- Gathered requirements for product specs from customers and compliance documentation, worked with UE to integrate requirements into current product specs and helped create roadmaps.
- Created and managed internal Change Management and Localization processes.

Senior Project Manager

World Wide Sales

- Responsible for the translation and localization of documentation, and customized software tools.
- Led marketing research studies on all major cell phone operators and ODMs, focusing on sales and marketing approach, major statistical analysis and consumer dynamics.
- Account management of all customers world wide with emphasis on product releases, training sessions and business updates.
- Organization and project lead for custom demos, special custom releases and training sessions.

Design Manager

User Experience Design Team

- Design Lead and Project Manager for next generation demos that were shown at 3GSM in Cannes, France in 2004. Demos were shown to industry professional and resulted in Sales interest from Europe, Asia and South America.
- Created technical specifications document for SavaJe Swing components, based on Sun's Java Look and Feel Design Guidelines. Specific behaviors are currently under consideration for JSR209.

Senior Project Manager

Customer Experience Group

- Created and organized development workshops for European, Asian and American Operator and OEMs. Training introduced customers to Java based operating system for next generation phones and resulted in customization projects and proof of concepts.
- Managed long term project with Orange that successfully evaluated the SavaJe OS and gained support within Orange to purchase a SavaJe license. Customized UE was demoed at several large Orange events and resulted in additional funding for SavaJe.
- Led localization and translation of the SavaJe User Experience layer. UE was translated into five languages and demoed to several customers in Europe and the Americas.

Groove Networks, Inc, Beverly, MA

2000-2003

Groove Networks develops a peer-to-peer platform used in collaborative work environments. MS bought the company and the product is part of their collaborative product line.

Senior Technical Project Manager

Customer Experience Team

- Created and directed all phases of multiple alpha and beta programs, working with both participants and internal departments.
- Spearheaded maintenance and hot patch releases, working closely with QA and

90 Eddy Street
Apartment 202
Providence, RI 02903

Phone: 978.317.9661
Email: brittaschellenberg@mac.com

Development Departments.

- Created and maintained all processes related to the Customer Experience team, enabling the department to work more effectively within the organization.
- Reviewed, assigned and prioritized failure reports related to customer inquiries, bridging the communication between the Development and Technical Support organizations.

Senior Technical Support Engineer

Customer Experience Team

- Provided high-level support for early adopters of the software, including press and VIPs. This included active promotion of the product and increased its visibility in the marketplace.
- Led technical role in early alpha and beta programs. Worked closely with the Development organization on failure reports and feature enhancements. This allowed for a timely and successful release of the first version of the product.
- Special projects included European Sales and Customer Support and the translation of the E-Commerce site into German.

Freelance Positions (part-time)

1996-currently

Freelance Translator/Interpreter

- Work for several translation agencies such as INLINGUA, TLD, KW International, Attorney Translations and Language International.
- Technical and non-technical translation and interpretation projects for commercial and private clients.
- Consecutive translating, proofreading, editing, interpreting and language training. Language combinations German – English and English – German.

Skills

Applications

Lotus Notes, SavaJe's Advanced Mobile Platform, Macromedia Flash, Groove Workspace and Groove Servers, MS Office, TraDos and Wordfast, Adobe Photoshop, SAP, Oracle, Primavera, ESRI, Miner & Miner, Weblogic, Cognos reporting

Languages

Basic knowledge of Visual Basic, XML, Java, HTML
Fluent in German

Operating Systems and Networks

SaaS platform services, wireless phone services.

Knowledge of next generation wireless phones (hardware) and operating systems Basic knowledge of network environments, TCP/IP, routers, firewalls.

Experience working with SDKs and WS

Knowledge of peer-to-peer platforms.

Extensive knowledge of both Mac and PC.

Education

- 2009 – currently RISD, Providence, RI
Digital Photography Certificate program
- 1999–2000 University of MA, Boston, MA
Completed one year of graduate work in the M.A. program for American Literature.
- 1996–1997 Brandeis University, Waltham, MA
Completed one year of graduate work in a Ph.D. program for Comparative Literature.
- 1994–1996 Clark University, Worcester, MA
B.A., in English Literature. Graduated with High Honors.
- 1992–1994 University of Rostock, Rostock, Germany
B.A. in Linguistics.

Personal Interests

Bikram and Power Yoga, swimming, biking, arts and literature, American and European history, immigration law (I have successfully taken the LSAT in 2004.), investing, international relations, economic issues, travel, knitting, photography