

Patrick Sullivan

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SUMMARY OF QUALIFICATIONS

- 10 years' experience in software including product management, coding, support, documentation, use case development, video instructional materials
- Marketing experience in forecasting, market sizing, promotions, marketing campaigns
- Diverse company experience including advertising, startups and Intel marketing
- Leadership experience managing development team and driving cross-functional programs as influencer
- Involved in Oregon's new product development community

EXPERIENCE

Researcher, Oregon's Lab2Market Initiative

November 2005 - Present

Co-authoring a case study on commercialization of open source software for Lab2Market, a National Science Foundation funded project to promote innovation through collaboration between academia and industry.

Independent Software Consultant

November 1995 - Present

Built content management systems, web sites, and prototypes for new interactive businesses. Located new business, educated clients, defined strategic objectives, target audience, project scope and product requirements documents, developed and met production schedules.

MBA Experience, Portland State University

August 2003 – June 2005

OHSU Pharmaceutical Commercialization Project, Spring 2005

Developed a commercialization plan for a potential cancer preventative resulting in \$100,000 federal grant and matching private equity investment. Valuation model for alternate FDA routes included total available market, competition, pricing, penetration and cost of FDA passage for 5 alternative disease categories.

Internship, Intel Corporation, Fall 2004

Created marketing materials for codec and multimedia processing library. Managed pricing, promotion and launch of promotional software bundle. Managed a sweepstakes in online forum, increasing traffic by more than 100%. Analyzed sales and industry data and made pricing recommendations for volume licenses.

Graduate Assistant, Fall 2003-Spring 2004

Performed academic research in marketing science. Created use cases, test cases, documentation and video demonstration materials for simulation software used by NASA and NASA contractors.

Chief Technologist, Nameboy.com, Portland, OR**November 1999 – January 2003**

Number two employee at Nameboy.com, a startup focused on tools to generate available domain and screen names using computation linguistics. Managed entire product life cycle from prototyping to implementation and support. Hired and managed production team. Developed and drove requirements and development schedules for new products. Represented Nameboy as lead technical contact for all of our partnerships. Developed and deployed web and email advertising campaigns. Managed vendors and online marketing budget. Worked with largest national ISP to achieve design win and implement our screen name suggestion engine.

Internet Programmer, MarchFirst, Portland, OR**June 1996 – September 1999**

Coded database-driven interactive Web sites for large B2C accounts. Interfaced with team and client to create automobile 'Build and Price' customization tool, representing complex product combinations in database and owning user-friendly GUI. Participated in usability testing. Supervised external designers and programmers.

EDUCATION**MBA****Graduated June 2005**

Portland State University, Portland, Oregon
Awarded graduate assistantship
Beta Gamma Sigma honor society

Bachelor of Arts – Political Science, Economics, Anthropology**Graduated June 2000**

Reed College, Portland, Oregon
Award for Academic Excellence

TECHNICAL SKILLS***Software Development Process***

Software development team management
Requirements and use case development
Usability testing
Training
Documentation – online help and video demonstrations

Applications

E-commerce web sites
Domain name and screen name related tools
Content management systems and blogging, including home-brew LAMP applications and Joomla
Web analytics – Webtrends, Analog, home-brew
Online advertising and referral tracking

Technologies

Linux, Apache, MySQL, PHP (LAMP)
Hand-coded HTML, JavaScript, SQL, XML, SOAP, WSDL, RSS
Microsoft Excel, Powerpoint, Access, Word

PROFESSIONAL AFFILIATIONS, INTERESTS AND ACTIVITIES

- Marketing Committee Co-Chairman, Product Development & Management Association
- Researcher, Oregon's Lab2Market Initiative
- Member, Press Corps, Portland Institute for Contemporary Art
- Interests include travel, languages, photography, printmaking and video