

# JAMES C. LUNDY

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## OVERVIEW

Senior executive with 15+ years of Product Management and Marketing Management experience developing, marketing, and servicing solutions for SMB to Fortune 500 companies. Broad experience across the Application Development, Business Intelligence, Data Storage, and Capital Markets sectors. Consistently outperformed business objectives creating industry-leading products for major well-established vendors as well as start-ups with a more nimble “do what it takes” approach to the market. Strong track record in:

- Analysis of Market & Business Needs
- Commercializing Technical Ideas
- Reducing Time-To-Revenue
- Partner & Channel Development

## SELECTED ACCOMPLISHMENTS

- Led major \$50M revision of flagship application development suite, incorporating new presentation layer based on Eclipse and .NET technology into existing toolset, delighting users with modern design metaphors.
- Led Product Team creating value-add Business Intelligence SaaS solutions, winning significant new deals with enterprise merchants, contributing to 30% customer base growth year-over-year.
- Designed enterprise transaction-processing solutions incorporating the Compaq RTR message-oriented middleware (MOM), resulting in 27% increase in revenue year-over-year.
- Led Product Team on release of second-generation Network Attached Storage (NAS) appliance to position the company competitively in the streaming media market segment.
- As “Tiger Team” member, targeted top opportunities with account teams and partners to win \$34M of new and installed-base storage business, focused on SAN management software.
- Evaluated competitive position, reporting to the CEO, to define strategic product direction.
- Solved technical support issues for enterprise customers, driving satisfaction and repeat sales, contributing to revenue growth from \$1.8B to \$12.8B and Fortune 500 advancement from 187 to 27 over ten years.
- Improved competitive position by enabling standards-based reporting integration with product set by bringing focus to enhancing SQL access pathway to RDBMS data.
- Focused Product Team to initial launch of Crystal Decisions reporting products in first 90 days.

## EDUCATION

U.C. BERKELEY, Haas School of Management, Berkeley, CA: **Certificate**, Product Management

VILLANOVA UNIVERSITY, Villanova PA:

**Certificate**, Fundamentals of Project Management

UNIVERSITY OF PHOENIX, Colorado Springs, CO:

**M.B.A.**

DENISON UNIVERSITY, Granville, OH:

**B.A.**, Computer Science

## CERTIFICATIONS

- New Product Development Professional (NPDP)
- Certified Scrum Product Owner (CSPO)
- Pragmatic Marketing Certified
- Microsoft Certified System Administrator (MCSA)