

Andreas Dharmawan
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"There are a few things in life that I am passionate about: Entrepreneurship, Teamwork, and Driving-vacation!"

Executive Background Summary

- Extensive 6 years of directorship in Global Services and Customer Experience organizations with responsibilities in the areas of development of user-experience based application interfaces, management of customer facing field operations and budgets, establishment of pre-sales, post-sales, support, and training organizations, and consultative enterprise technical sales programs.
- Successful in developing and running customer experience programs that help grow the product sales up to 700%. In one instance, grew the product sales from \$300K to over \$2 million within 1 year. In another instance, doubled the sales from \$2 million to over \$5 million within 1 year through successful deployment and repeat purchases from satisfied customers.
- Solid 10 years experience in product architecting and management experiences in B2B and B2C services and applications. Founding team member of two successful Silicon Valley startups, acquired for ~\$500 million by Puma Tech and subsequently Nokia, and ~\$32 million by Progress Software.

Driving-vacation.com, San Francisco, CA, May 2006 – Present
Founder

"I have not learned much in life, but I know one thing about myself. When I drive through exciting, exhilarating roads, I find a sense of place. I arrive at a non-artificial state where the here and the now mean so much more than any other mental fabricated experiences. The enjoyment of driving!"

- This is my activity to channel my passion for Audi brand, technologies, and the enjoyment of driving. I have owned '85 5000S, '93 90S, '99 A4, '05 S4.
- Ranked No: 1 by Google for "Audi driving vacation" search term.
- Author of several *driving-vacation* articles published by Quattro Quarterly.
- Winner (3rd) of 2008 International Automotive Media Awards.
- Establish strategy and lead the team to develop driving-vacation experience based online web community.
- Promote Audi Driving Experience (US and EU), Audi Driver's Day (EU), and Audi Forum at Neckarsulm and Ingolstadt through my magazine articles and blogs.
- Develop web-ring partnership strategy and perform business development activities with like-minded entrepreneurs to serve the niche market and culture of driving enjoyment.
- Lead and mentor a team of 5 consisting software architects and engineers to develop driving-vacation.com website. Employ two outsourcing partners for hosting and off-shore development.

FanFare Group, Mountain View, CA, April 2007 – Present
Director of Customer Experience Group

- Responsible for 12-person team: 5 pre-sales, 4 post-sales, 3 support engineers.
- Manage global professional services delivery partners in US, UK, Germany, China, and India.

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- Establish enterprise solution/consultative selling practice and coach the pre-sales team and partners. This practice contributes to business successes at Cisco, Juniper, ATT, Verizon, British Telecom, Alcatel-Lucent, Motorola, and many others.
- Establish Assessment, Enablement, and Integration Services and coach the post-sales team and partners.
- Establish classroom and on-line training programs and lead the development of materials.
- Manage Customer Experience Group budget and report to VP of Sales.
- Responsible for profit and loss of professional services business.

Sabbatical, May 2006 – March 2007

- Traveled in 18 countries: Peru, Brazil, Spain, France, Italy, Austria, Germany, Czech, Holland, UK, India, Nepal, Tibet, Vietnam, Cambodia, Thailand, Singapore, and Indonesia.
- In this trip, through experiences and self-reflections I learned the deeper meanings of the following clichés:
 - Life is too short not to follow my dreams
 - Take time to smell the roses
 - Don't take things for granted

Progress Software, Bedford, MA, Feb 2006 – May 2006

Service Oriented Architecture (SOA) Specialist

- Trained Progress Technical Sales and Professional Services Engineers on SOA and Actional Solution.
- Transitioned the technical management of Actional's accounts to Progress.

Actional Corp., Mountain View, CA, (acquired by Progress Software for ~\$32 millions) 2001 – Jan 2006

Director of Professional Services at Actional Corp.

- Established SOA Acceleration (revenue generating) program consisting 4 consulting practices: Planning for SOA Workshop, Architecting and Implementing SOA, Analyzing SOA Security Risks, Assessing SOA Managing SOA Growth.
- Personally engaged CIOs, CTOs, Architects and IT Directors on pre-sales and post-sales activities: discussed SOA requirements and established architectures, developed and validated use cases, and managed enhancement requests and deployment projects (government exchange: G2B, G2G, G2C, nationwide emergency system, Sarbanes Oxley compliance, HR system).
- Responsible for the pre-sales and post-sales technical teams that ensure the success of Actional SOA security and management solution deployments at Singapore Government, General Motors, Starwood Hotels, Standard & Poor's, Pfizer, Oxford Health, Countrywide, University of Phoenix, Carlson, FedEx, and CSFB.
- Developed relationship with and managed outsource SOA consulting group to deliver joint SOA education and training program and implementation.
- *Multiple customers expressed to us that one of key differentiators during vendor selection was the highly skilled and technical pre-sales and post-sales teams. We were often invited to be the trusted advisors in internal architectural discussions. Praised for our responsiveness and highly customized support.*
- Designed and led the development of Getting Started program to accelerate the customer's adoption.
- Reported directly to VP of Sales.

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Director of Field Operations at Westbridge Technology, Inc merged with Actional in 2004

- Brought the first-to-market XML Security Gateway product to early adopters and partners.
- Personally engaged CIOs, CTOs, Architects and IT Directors on pre-sales and post-sales activities: discussed SOA requirements and established architectures, developed and validated use cases, and managed enhancement requests and deployment projects (knowledge and asset management, global time card management, wealth management system, supply chain, CRM, hospital record management, HIPPA compliance, nationwide phone number registration system, government training center).
- Established and led pre-sales and post-sales technical team to support sales and deployments at FTC, Sun Microsystems, Danish Immigration Office, General Dynamics, Boeing, U.S. Governments, Partners Healthcare, and Bank of America.
- Led the technical tasks of partnership programs with RSA and IBM.
- Led the development of training materials and courses.
- Reported directly to VP of Sales.
- *Formally praised by multiple customers on how technical and architectural savvy our field engineer staffs were. Customers invited us to their internal architectural meetings as their trusted advisor.*
- *Received the exceptional achievement award for establishing highly technical field team.*

Application Architect at Westbridge Technology

- Member of the founding team (funded by Sevin Rosen, August Capital, and Granite Venture), developed use cases, product requirements, application architecture, and feature sets for XML Security Gateway.
- Responsible for the integration of various modules developed by two teams (in Mountain View, CA and in Sofia, Bulgaria)
- Managed the outsourced project (15-person team) and improved the deliverable quality by establishing engineering and change processes.
- Co-editor of the 0.5 OASIS Management Using Web Service Specification (MUWS).
- *Received the exceptional achievement awards for managing out-sourcing project and application integration.*
- Technologies: Web services, SOA, XML, OASIS MUWS/MOWS, WS-Security, SAML, XKMS, PKI

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BlackHog Inc., Sunnyvale, CA, 2000 – 2001

Managing Architect/Director

- Member of the founding team (funded by Accel Partner and Draper Fisher Jurvetson), established and led 8-person Product Design team performing business analysis and modeling of (using Contextual Design methodology and UML) semiconductor procurement processes at KLA-Tencor, Asysts, Novellus, LAM Research, PRI-Automation, and their suppliers. This team produced UML-based use cases, requirements, and product specifications.
- Led the development of engineering and product management processes for 40 person engineering team. Hired, mentored, and coached 9 junior engineers, 5 senior software engineers, 2 usability experts, 3 senior technical writers, and 3 managers.
- Reported directly to CTO/VP of Engineering.
- Managed several releases of Web-based Semiconductor Procurement tool (RFQ manager, quote manager, order manager, engineering change order, messaging framework and workflow) and that reduced the procurement time from 2 weeks to 3 days saving millions of dollars in operating cost.
- Technologies: J2EE, XML, UML

NetMind Inc., Campbell, CA, (acquired by Puma Tech Inc. and subsequently Nokia, for ~\$500 millions) 1997 – 1999

Application Architect

- Member of the founding team (funded by Softbank, Robertson Stephen, and TechFarm), architected, designed, and implemented the web-based user interface framework for the Minder Change Notification server. This high performance server handles 12+ million subscribers.
- Published in “Top 50 Yahoo! Useful Sites.”
- Led the deployment of the intranet alerting systems at Boeing, Ebay, Kimberley Clark, and Volvo.
- Led 7-person development team. Performed product management tasks: managing requirements and feedback from users. Successfully delivered 2 major releases.
- Reported directly to CTO/VP of Engineering.
- Technologies: C/C++, J2EE

Cadre Technologies, Inc., Providence, RI, 1991 – 1997

Senior Software Engineer

- Designed, developed, and maintained various modules of Teamwork OOA CASE tool.
- Designed, developed, and maintained ProDev C/C++ IDE modules: call stack view, breakpoint view, source view, and performance analyzer.
- Integrated ProDev with Atria Source Control Management and Purify Instrumentation tools.
- Improved engineering processes ensuring project timeliness and reducing delays and bug rate by 30%.
- Technologies: OOA/OOD, ADA, OMT, C/C++

Education

Rensselaer Polytechnic Institute, Troy, NY, ECSE BS Cum Laude, Dean’s list all semesters, 1992