

Ronald M. LaPedis
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Product Manager • Product Marketing Manager • HQ Marketing Manager

Hands-on leader, with extensive experience in specifying and marketing business continuity, information security, and compliance solutions. Significant international experience. Named on one storage patent and two security applications. Published dozens of articles and regularly blog on continuity planning, security, virtualization, and cloud computing topics.

- My portfolio and blog are at <http://seacliffpartners.com/>

CERTIFICATIONS AND TRAINING

- Member Business Continuity Institute (MBCI) – 2008
- Master Business Continuity Professional (MBCP) – 2008
- Certified Information Systems Security Professional (CISSP), 2000
 - Information Systems Security Architecture, 2004
 - Information Systems Security Management, 2004

PROFESSIONAL EXPERIENCE

Principal / Founder - SEACLIFF PARTNERS INTERNATIONAL, LLC (2009–Present)

Helped a client win a multi-year contract and followed up with T&C, wrote presentations, collateral, and blog entries for clients. Developed and delivered incident response and pandemic planning presentations in multiple geographies. Provided input on repackaging current product to gain new customers and increase revenues from existing customers. Evaluated and made recommendations for existing product to meet government and PCI regulations. Drove partnering conversations to open new markets.

Director, Product Marketing - CITRIX SYSTEMS (2007–2009)

Responsible for WW launch of a virtualized SaaS workforce continuity service sold by IBM. Within an extremely limited budget I designed, wrote, and produced campaigns and content including surveys, focus groups, Flash[®] demo, webinars, in-person events, and ads. I also published two articles and provided analyst content. Additionally I authored a technology paper on secure desktop virtualization to support our Bring Your Own Computer initiative.

Product Manager / Product Marketing Manager - SANDISK CORPORATION (2005–2007)

Responsible for secure consumer and enterprise USB Flash drive hardware and software products. Launched a dual factor authentication solution with VeriSign and RSA and a managed drive/virtual application solution with RSA and Citrix. Represented SanDisk at the OATH (the initiative for open authentication) industry working group. Worked with development, partners, and customers, wrote collateral and white papers, and managed division appearance at trade shows.

Senior Product Manager - HEWLETT-PACKARD NONSTOP DIVISION (2000–2005)

Responsible for product strategy, pricing, and marketing for client/server security, business continuity/disaster recovery, and I18N products. Successfully created and introduced a new solution using StorageWorks enterprise storage. Managed 12 security and 3 data replication

partners. HQ marketing support for Asia Pacific, including customer and partner liaison.

Marketing Manager and Consultant - GOLDEN GATE SOFTWARE (1999-2000)

Launched technical marketing for data replication products. Included writing white papers, developing and delivering presentations, and consulting with customers.

COMPAQ COMPUTER CORP. NONSTOP BUSINESS UNIT (Formerly Tandem Computers) eBusiness Solutions Architect, Professional Services Division (1999)

Program Manager, Global Development Systems & Engineering. (1996-1999)

Responsible for network architecture linking US and India offices for offshore development. Included legal and secure extension of the corporate WAN to our overseas development partners.

TANDEM COMPUTERS

Computer Operations Manager Shanghai Systems Division (1994–1996)

Based in Shanghai, China to manage the IT department, act as a technology/American culture guru for 140 developers. Performed export control, security, and disaster recovery functions. Customer training and consulting on security and business continuity.

Positions of increasing responsibility (1980–1994)

Included corporate contingency planner, network and systems security analyst, and senior network architect.

Owner / Founder, REALPENS retail (1989 – Current)

Started in 1989, Realpens sells high end and limited edition fountain pens via the Internet as well as at pen shows.

EDUCATION

Certificate in Product Management - UC Berkeley - Walter A. Haas School of Business
BSCS - University of San Francisco

AWARDS

- Three HP inter-divisional cooperation awards 2004/2005
- Vice president's award for outstanding service, 2001
- Best speaker, International Tandem User's Group, 2001
- Best speaker, GTSI government CIO disaster recovery conference 2001
- President's award for customer advocacy, Compaq, 2001

TECHNICAL SKILLS

Hardware: Mac, PC, iPhone. Beta test for multiple companies.

Programming: Website Development, including HTML and CSS

Tools and Software: System and network configuration, Adobe CS4 Design, BIAS Peak Pro, Microsoft Office

OTHER

Board of Directors, San Francisco InfraGard

Board of Directors, San Francisco Association of Contingency Planners