

# BRIAN FRY

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## PRODUCT MANAGER AND TEAM LEADER

*Strategic Planning* • *Efficient Execution* • *Measured Success*

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Passionate product manager with 15 year track record of leadership, innovation, and success in creating and improving market-leading products. Creative innovator of new applications and processes to increase operational quality, productivity, business growth, and overall organizational performance. Highly valued team leader, capturing top performance ratings and outstanding 360 degree feedback. Organized problem solver with a unique combination of technical skills, managerial strengths, and vision to successfully drive full product life cycles from conception through completion.

### CORE COMPETENCIES:

- Team Leadership
  - Strategic Vision
  - Process Improvements
  - Troubleshooting and Problem Resolution
  - Product Launch and Life Cycle
  - Customer Advocacy
  - Product and Technology Evangelism
  - Development Life Cycle Management
  - Requirements Collection and Prioritization
  - Competitive Analysis
  - User Training and Documentation
  - Database, Java, and Web Development
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### PROFESSIONAL EXPERIENCE

*Oracle Corporation, Redwood Shores, California*

1995 – Present

**Director of Product Management – Oracle Application Development Tools**

**(2004 – Present)**

Direct the product strategy for the Oracle Application Development Tools product suite consisting of JDeveloper, Application Development Framework, and Team Productivity Center – the cornerstones for Oracle's Web 2.0, SOA, and business applications (Fusion Applications) strategies. Define the software development life cycle for development organization of more than 500 engineers.

#### *Key Achievements:*

- **Transformed product management team into a cohesive force** with a broad product vision by focusing team on the big picture rather than discreet functional silos.
- **Boosted overall quality of data communication among development team of over 300 while eliminating record-keeping errors** by implementing a requirements management solution along with supporting automated and manual processes. Solution was subsequently adopted by Oracle Fusion Middleware team of more than 2,500 specialists.
- **Improved product quality and user satisfaction while increasing organizational efficiency** with the innovative design and implementation of usage tracking features for JDeveloper. Built reporting system for the collected data which enables product management organization to track the utilization of specific product features and thus make more informed decisions.
- **Established “early and often” user feedback loops** through the management of beta programs, acceptance testing, and early product releases. Improved internal awareness of customer perspective with unique *build-an-app* program, requiring developers to dedicate 20% of their time to organize into teams and use the products they're working on the way customers do.
- **Spearheaded successful completion of more than 20 major and minor product releases** from planning through delivery.
- **Elevated product management effectiveness** through continuous building and retention of top performing global team.

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## **Product Manager – Oracle Application Development Tools**

**(2000 – 2004)**

Defined product strategy for JDeveloper IDE. Collected and analyzed market data, competitive evaluations, usability studies, and customer feedback as input to produce comprehensive requirements documents (PRD/MRD, Use Cases). Evangelized the product and related technologies to internal and external users and prospective customers.

### *Key Achievements:*

- **Guided virtual teams of developers, quality engineers, and technical writers** to facilitate clear communication of feature priorities and status. Ensured timely and accurate delivery of product requirements, functional designs, feature implementation, user documentation, and acceptance testing.
- **Maintained superior image of Oracle products / services** by expertly representing corporation at Java User Group meetings in the US and Europe.
- **Expanded recognition of and improved adoption of JDeveloper** through promotion within diverse trade show and conference platforms and on-site customer visits.
- **Played instrumental role in growing and fostering JDeveloper user community** from 10K to over 120K active developers.

## **Technical Instructor / Java Curriculum Specialist – Oracle University**

**(1995 – 2000)**

Delivered technical training courses to internal and external audiences, focusing primarily on languages and tools for the Oracle platform, including Database Administration, SQL, PL/SQL, Java, JDeveloper, Application Server, Forms, and Reports. Orchestrated the efficient rollout and ensured highest quality of Java curriculum to Oracle University locations worldwide.

### *Key Achievements:*

- **Planned and delivered experimental 3-month intensive training session** that successfully transformed dozens of new, inexperienced staff members into confident, effective Oracle instructors.
- **Awarded Oracle University Quality Club honors** 6 times for excellence in customer satisfaction. Consistently received **outstanding commendations from students and management**.
- Recognized by management as a reliable, adaptable instructor who needed little preparation time to effectively learn and deliver new material. **Rapidly increased repertoire to more than 35 distinct courses**.

*Zimmerman Associates, Inc. (ZAI), Dayton, Ohio*

1993 – 1995

## **Software Instructor**

**(1993-1995)**

Designed, wrote, and delivered classroom training to military and civilian personnel on the use of commercial and custom software products. Provided technical support and expertise to local office.

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## **EDUCATION AND CERTIFICATIONS**

*Pomona College, Claremont, California*  
**Bachelor of Arts in Philosophy**

- Oracle Application Developer Certification
  - Oracle Certified Internet Application Developer
  - Certified Technical Trainer (CompTIA CTT+)
  - Pragmatic Marketing Certified (PMC)
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