

JIM IDELSON

IN A NUTSHELL

Entrepreneurial product leader who loves exploring customer problems and crafting solutions that leverage modern, game-changing technologies and innovative business models.

Diverse industry experience building successful software and hardware products in martech, telecom, real-time computing and semiconductor markets.

Scrappy get-it-done mentality learned in startups, applied effectively in organizations large and small. Moves easily between big-picture strategy and detailed execution.

Builds respect and trust as a people manager and with key stakeholders in both technology and business, across the organization.

EDUCATION

MBA

Boston University

International business.

Honor society Beta Gamma Sigma

BS Electrical Engineering

Worcester Polytechnic Institute

Circuit design.

Honor society Eta Kappa Nu

Continuing Education

Pragmatic Institute

Product Management and Marketing

IDEO U

Designing Strategy

Leadership at the Speed of Trust

GET IN TOUCH

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Email Jim.idelson@gmail.com

Location Sudbury, Massachusetts

SKILLS INVENTORY

PRODUCT

Creating Product Vision
Product | Market Fit
Road Map Definition
Scaled Agile Methodology
Delivery-at-Scale

TECHNOLOGY

Martech / Big Data Stacks
Cloud / PaaS / IaaS / SaaS
Machine Learning and Gen AI
H/W and S/W Development
Enterprise Communication Tech

BUSINESS

Strategic Planning
Leading Global Teams
GM / P&L Management
B2B Business Models
Customer / Supplier Mgmt

EXPERIENCE

Acquia (a Vista Equity Partners portfolio company)

2021 – 2024

Acquia empowers marketers with SaaS solutions, giving them the ability to build, operate, and optimize websites, apps, and other digital experiences. \$300m; based on open source Drupal.

VICE PRESIDENT OF PRODUCT – MARKETING CLOUD

Led the Product team for Acquia's ~\$30m Marketing Cloud Business Unit, reporting to GM. Portfolio included Customer Data Platform, Campaign Studio marketing automation platform, Personalization for Drupal, and an A/B Testing and Conversion Analytics platform.

- Spearheaded product strategy across all four products, with focus on reliability, cost, scalability, ease-of-use, competitive features, performance, security and interoperability.
- Implemented Product Development Life Cycle (PDLC) and Scaled Agile Framework (SAFe).
- Drove the business to meet and exceed company-wide targets – Gross Margin (>80%), Customer Retention (>90%), ARR Growth (10%) and R&D % of Revenue (<20%).
- Forged productive relationships with leaders in R&D, architecture, user experience, ops, finance, security and privacy, sales, customer support, professional services, marketing.
- Leveraged Gen-AI for developers and in products to make end users more productive.
- Mentored a Product team of 12 PMs and POs, providing support and helping them grow.
- Served as executive sponsor for key accounts to drive strategic customer success plans.
- Evaluated 2 to 4 potential acquisition deals per quarter as member of M&A team.

SENIOR DIRECTOR OF PRODUCT – CUSTOMER DATA PLATFORM

Championed Acquia's Customer Data Platform, a multi-tenant SaaS platform, strong in consumer retail, overseeing strategic vision, product management, and the P&L. Reported to GM of the Marketing Cloud business unit.

- Transformed strategic and operating plans for the growing \$20+ million CDP business.
- Worked closely with Architecture and R&D leaders to rearchitect the big data platform.
- Achieved increased scale (3x), near real-time processing speeds, self-service and greatly reduced CoGS (>50%).
- Drove down running costs through negotiation of \$6-10m contracts with key cloud suppliers – Snowflake, Google, Databricks – to achieve most favorable cost-at-scale.
- Delivered Machine Learning Studio – a complete toolkit to improve the productivity of data scientists, marketers and IT teams.
- Coached Product team of eight PMs and POs, providing market-driven guidance to R&D and QE team of about 50 with vision, direction and prioritization.

Designet

1995 – 2021

Designet's data-driven analytics tools helped managers of enterprise collaboration technology and services optimize return on their organizations' investments.

HEAD OF PRODUCT (and Founder)

Formed Designet after helping build videoconferencing pioneer PictureTel (now HP | Poly)

- Developed first-of-its-kind SaaS data analytics tool for enterprise unified communication.
- Bootstrapped the company on \$.5 million in customer financing and ramped revenues to ~\$2M end customer ARR and 3+ years lifetime value (LTV).
- Delivered two generations of the product using AWS IaaS and PaaS big data technologies.
- Built and led a global Engineering and Operations team of 20 professionals, including a big data CTO, off-shore developers and time zone-aligned customer success managers.
- Closed strategic white-label contracts with two industry leaders - Cisco and Polycom.
- Enabled enterprises across all major industries to achieve increases of 10x or more in collaboration service quality, efficiency and business benefits.

Designet customers included industry-leading organizations - Adobe, Citicorp, Ford, General Motors, Goldman-Sachs, IBM, Mayo Clinic, Microsoft, Novartis, Pfizer, P&G, Sandia National Labs, Sanofi, Unilever, US DHS and DoD, and World Bank.



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EXPERIENCE ADDITIONAL

Ezenia

2007 – 2008

A \$14M company selling SaaS collaboration services to the US warfighter and intel community.

VICE PRESIDENT – MARKETING

Joined the company to drive all product management and corporate marketing functions.

- Introduced end-to-end product management processes, generated product roadmap, coordinated rollout of new products to marketplace.
- Shepherded products through the highest levels of defense and intel security certification.
- Built and led a team of five in product management, industry and corporate marketing.
- Created e-marketing programs, directed implementation of salesforce.com CRM.
- Participated in DoD lobbying to ensure full consideration in procurement process.

PictureTel (now HP | Poly)

1990 – 1995

Poly is a leader in video and voice solutions for the enterprise.

GENERAL MANAGER – NETWORK SYSTEMS BUSINESS UNIT

Launched the company's network infrastructure business unit from startup to \$25M with consistent profitability. Oversaw full P&L and \$6M people and programs budget.

- Led a team of 30 product management, R&D, sales and support staff (global, multi-site).
- Managed internal development programs for software and hardware.
- Led \$2m acquisition and integration of an enterprise scheduling software company.
- Represented the company in ITU standards process in Geneva (multipoint control H.231)
- Led major service provider sales opportunities over \$1M. Drove rapid revenue growth via marketing programs and aggressive sales training.

DIRECTOR – PRODUCT MARKETING

As Director of Product Marketing, I led all product lifecycle activity – across all product lines.

- Led a product management team of 9 with \$2M annual budget. Created all product strategies, requirement definitions, pricing, business plans, positioning, sales training and lifecycle management.
- Represented the company externally in press and analyst relations.
- Launched dozens of products that increased revenue from \$78M to \$141M in one year.

MASSCOMP, Analogic, Axiom Technologies, Analog Devices, LTX-Credence

Companies in the computing and test and measurement industries

ROLES IN PRODUCT MANAGEMENT AND ENGINEERING

Led a Product team for a \$20 million line of Unix-based data acquisition and signal processing systems and software. Defined new products. Managed cross-functional teams. Led company-wide strategic planning process. Created go-to-market programs and increased brand recognition through PR and marketing activities.

Formed venture-funded direct marketer of industrial data acquisition products. Raised \$1.5 million in start-up capital. Negotiated OEM agreements with more than 40 manufacturers. Ramped to sales of \$2.0 million in 6 months, 35% GM and 1% conversion rate.

Designed manufacturing test instrumentation for high-volume semiconductor market. Developed technology for testing RF devices, op amps, voltage regulators, automotive chips, and AM/FM and TV ICs. Supervised engineering teams developing test applications.

VOLUNTEERING

Amateur Radio | Digital Communications (ARDC)

2023 – present

GRANTS ADVISORY COMMITTEE MEMBER

Awards grants to the best among hundreds of worthy applicants. Approve more than \$5 million per year in grants for STEM education, public service communication systems and R&D projects in RF communications. Many involve Amateur Radio.

Zero Falls Alliance

2019 – present

FOUNDER AND LEAD EVANGELIST

A not-for-profit endeavor committed to raising the bar for safety in Amateur Radio-related activities – particularly tower climbing – through increased awareness, education and access to proper techniques, equipment and tools.

Venture Development Center at University of Massachusetts - Boston

2013 – 2020

BOARD OF ADVISORS

The VDC provides one-to-one business launch support for venture-backed information technology and life science startup ventures including both first-time and experienced founders. Provided guidance to the VDC leadership team on strategic planning and marketing and advice to entrepreneurs on issues ranging from business models to team-building to sales.

Resume of James Steven Idelson

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