

DAN BURKE
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SUMMARY:

- Expert in results-oriented product development.
- Highly skilled in the development of product strategy, positioning and feature sets.
- Hired, managed and mentored over twenty-seven direct reports over the past thirteen years including product development, creative, marketing and administrative professionals.
- Worked closely with executive teams to define and execute company goals.

EXPERIENCE:

2005 – Present ALLBUSINESS.COM (A Wholly-Owned Subsidy of D&B), San Francisco, CA
Online Publisher Helping Small and Medium Sized Companies Grow Their Businesses

Senior Product Manager

Senior member of the Product Development team responsible for managing all areas of the AllBusiness.com user interface. Also serve as the Advertising Sales Department's product liaison responsible for creating large, sellable on-site products for advertisers.

- Architected, developed and launched the user interface for the 2006 redesign of AllBusiness.com. Defined technical requirements for all front-end components of the company's custom CMS.
- Lead cross-departmental user-interface team charged with creating and enforcing the site's visual and usability standards. Drive product definition, site and information architecture, user interface and navigation design for all UI-related projects.
- Integrated an enterprise-grade multi-variant testing system and run experiments on all major site pages. Optimization efforts target segment-based traffic sources and multiple conversion events including PPV, CPC, CPM, CPA, ecommerce, membership and newsletter subscriptions. Increased conversion rates over 70% to date. This increase represents over \$1-million annually.
- Co-created custom advertising programs and helped sell into top-tier advertisers including Intel, Dell, FedEx, Microsoft, Cisco, HP, BlackBerry, Apple, UPS, and Visa.

2000 – 2004 JUPITERIMAGES.COM (A Division of Jupitermedia Corporation), Tucson, AZ
A Leading Provider of Stock Imagery for Creative Professionals and Consumers

Director of Marketing and Product Development

Managed all product development, marketing and marketing communications functions for the division. Defined all marketing programs, product roadmap planning and development planning for a portfolio of commercial websites. Supervised and managed six direct reports.

- Increased division revenue 400% from 2000-2004 by optimizing existing products and services, and introducing new ones including: Photos.com, Animations.com and RebelArtist.com.
- Conceptualized, launched and managed the division's flagship product, Photos.com. Site's revenue grew from \$0 to over \$1,000,000 a month, and redefined how creative professionals access stock photography today.
- Increased ClipArt.com revenue 200% over four years by optimizing product-pricing mix, streamlining features and improving the member experience.
- Generated more than 4 million visitors to the Jupiterimages network each month by leveraging affiliate relationships, network sites, search engine optimization, natural language domain names and direct-response print advertisements.
- Methodically tested and optimized pricing mix to maximize division revenue. Developed detailed reporting systems that tracked new and renewing customers on a daily basis.

1999 – 2000 EGREETINGS.COM, San Francisco, CA
Internet-Based Digital Greeting Card Company. Acquired by American Greetings

Senior Site Producer, Team Lead

Led and managed Egreeting's team of site producers during its fast growing start-up to publicly held phases. Made critical decisions on a daily basis to complex problems and project interdependencies that affected each weekly release. Hired, managed and mentored seven direct reports.

- Responsible for programming the Egreetings home page and all channel pages for this top-20 website. Directed implementation teams from design, development, QA to release.
- Identified, reorganized and communicated the company's development process. Defined all publishing dates and schedules. Instilled and facilitated weekly cross-departmental meetings that tracked releases in production.
- Initiated and led weekly company-wide editorial meetings to gather ongoing requirements for the Egreetings website. Developed, managed and distributed an editorial calendar that communicated the outcome of these valuable prioritization meetings.
- Implemented a publishing concept based on retail drive periods. This strategy changed Egreeting's approach to publishing, successfully aligning production and developmental resources to support its move into e-commerce.
- Worked on several taskforce teams to help efficiently integrate major partners including Gibson Greetings, Godiva, FTD, TimeDance and the New Yorker.

1997 – 1999

IMSI (International Microcomputer Software, Inc.), Novato, CA
International Software Publisher Providing Solutions for the Home and Office

Senior Product Marketing Manager

Managed all product-marketing functions for IMSI's Visual Content division. Responsible for product definition, positioning, and long-term strategic direction of the entire 22-item product line. Supervised two direct reports.

- Launched numerous software products into national and international retail chains that generated more than 50% (\$32M) of the company's 1998 fiscal year revenue. Outlets included CompUSA, Wal-Mart, Staples, Costco, Electronic Boutique, Computer City, Babbages, Office Depot and Sam's Club.
- Directed creative staff in the development of product packaging, created and rolled-out point of purchase materials, and assisted merchandising staff in proper store-level execution.
- Introduced MasterClips 1,000,001, the first hybrid clipart package to deliver product both online and on CD-ROM.

1995 – 1996

ERNEST & ALLEN WEB MARKETING, San Luis Obispo, CA
High Volume Web Development Company Serving Local and National Clients

Production Manager/ Producer

Overhauled and managed the production department. Directed development staff on a daily basis, and acted as a liaison between clients and production team. Managed eleven direct reports.

- Produced over 200 websites designed to meet client's objectives.
- Re-organized the flow of information to and within the production department to ensure fast and high quality end-product delivery.
- Acquired a high-level understanding of the Internet and its related industries.

EDUCATION:

Bachelor of Science in Business Administration, June 1995
California State Polytechnic University, San Luis Obispo, CA
Concentration in Product Marketing