Martin C. Brown

Professional Profile

Commercially astute and emotionally intelligent leader with over 20 years’ international experience in product strategy, software development and database engineering. Skilled at ensuring teams, up to 120 people, are customer-centric, evangelising product needs to internal and external audiences. Strong record of delivering significant commercial growth in start-ups, scale-ups and corporates. Constructing a clear product vision to align functions, from customer engagement to sales and marketing.

With a strong senior executive record, now seeking a product management leadership position in a company with a clear competitive advantage.

Skills and Experience

**Product management**: Building the product portfolio and roadmap at Continuent, I delivered a market leading technology that doubled sales and drove innovation, expanding the company to new markets.

**Leadership**: As interim CEO at Continuent for 9 months, I fostered strong, cohesive teamwork across the engineering, sales and marketing departments to deliver regular, quality, product releases.

**Strategy**: At VMware, I analysed market trends for SaaS disaster recovery tools and defined a new product, significantly expanding the business for vCloud Air partners.

**Commercial**: By driving up sales at Continuent and VMware, I doubled product revenue and led contract negotiations with top-tier technology companies to mutually beneficial outcomes.

**Marketing**: At Geospock, I created a new product marketing campaign, with sector-leading benchmarking, white papers and consistent terminology, securing new partnerships with AWS and other blue-chip customers.

**Distributed teams**: I brought coherence and focus to globally distributed teams at Continuent, creating a strong vision and leading by example to maximise team performance against agreed goals.

Achievements

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| --- | --- | --- | --- | --- |
| GeoSpock, 2019 (A) | Continuent, 2016 (B) | VMware, 2014 (C) | Couchbase, 2010 (D) | MySQL, 2006 (E) |

* Architected Geospock’s data ingestion from **1 terabyte/hour to over 100, beating competitors 20-fold** (A)
* As interim CEO, optimised processes and grew company to 12, **increasing** **turnover 50% to $6m** (B)
* **Launched the company’s first full release** within 2 months, and introduced regular 3-month cadence (A)
* **Turned around a failing SaaS project** from a 3-year overrun to release within 6 months (C)
* Created a flexible data replication platform deployed at eBay, Groupon; **earned $1.2m revenue year** **one** (B)
* Improved processes, toolsets and code quality, growing customer satisfaction and **licences by 20%** (B)
* Built new marketing and onboarding process to convert **60% of qualified leads to a sale,** up from 10% (B)
* **Doubled revenue** **to $7m p.a.** for MySQL clustering and heterogeneous replication (C)
* Optimised product offering, **reducing customers’ deployment and staff costs by 50%** (B)
* **Rebuilt R&D function** from CTO to engineering/product**,** reducing development times from 6 to 2 weeks (A)
* Launched developer certification programme that **grew** **customer loyalty and** **subscribers four-fold** (D)
* Restructured product and engineering teams, **improving engineering efficiency by 15%** (A)
* Improved efficiency and quality, **reducing staff costs by 40%** by creating new documentation system (E)

Technical Expertise

**Big Data Analytics**: Distributed data expert, including Hadoop, data lakes, RedShift and HPE Vertica.

**Cloud/SaaS**: Transformed VMware’s DBaaS offering for vCloud Air; created SaaS architecture for GeoSpock.

**Databases:** Acknowledged industry expert in SQL, NoSQL, NewSQL, and Big Data.

**Programming**: Expert in Perl, Python, Java, C/C++ and Javascript, among over 20 languages.

Career History

Data Catalyst – Co-founder and Chief Product Officer Mar 2020 – Current

* Built the product strategy from ideation, refining the product offering and customer benefits
* Defined and executed on lead generation, commercialisation and sales, converting into committed customers
* Won £300k Innovate UK funding from the UK Government, leading project commercials and overall execution

GeoSpock – Chief Product Officer (reporting to CEO) Jun 2019 – Jan 2020

* Designed the 5-year company vision, and product strategy, requirements and functionality for new markets
* Managed $4.5m engineering budget, including staffing, cloud, software and third-party partnership spend
* Led engineering and product functions to define a new product release cadence, improving predictability
* Set the architecture and commercial position, defining 5-year growth including AI, ML and edge computing
* Created the product’s data governance strategy, including security, sharing and identify information
* Built use cases to ensure engineering were improving user experience and meeting customer expectations
* Devised an HMRC-compliant R&D tax credits process, improving technical detail and tracking rates by 25%
* Built alliances with AWS, Google, Tech Nation, Digital Catapult to evangelise product and company profile

Continuent – Vice President Product Management (reporting to CEO) Oct 2016 – Jan 2019

* Led company strategy, product portfolio and partners; de facto leader during CEO’s 9-month medical leave
* Managed distributed engineering, support and sales teams including setting KPIs, appraisals and mentoring
* Advised eBay, Booking.com, Marketo and GroupOn on B2B and B2C platform architecture
* Led agile team with scrum approach using Git, JIRA, Confluence and Bamboo; defined technical architecture
* Increased sales by harnessing market feedback, expanding repeat and new customer base
* Designed marketing strategies, product launches and presentations at industry conferences

VMware, vCloud Air – Senior Product Line Manager Oct 2014 – Oct 2016

* Led distributed product and engineering, realigning DBaaS offering for SQL Server, Oracle and MySQL
* Initiated vCloud Air partner and customer links with AWS, Google, OpenShift and Azure
* Initiated marketing strategy, creating partners in new territories including Russia, Brazil and Asia

Continuent – Director of Product Management (reporting to CEO) Mar 2013 – Oct 2014

* Created product management process aligned with technical architecture for cluster and replicator products
* Expanded Tungsten Replicator into analytics for blue-chips, partnering with Cloudera, MapR and IBM
* Built new documentation improving product quality and visibility, growing sales, reducing impact on support

CouchOne / Couchbase – Vice President Technical Publications & Education Oct 2010 – Feb 2013

* Built developer community website, plus global training programme, growing company userbase and profile
* Initiated partnerships, wrote books and community materials that influenced sector trends

Oracle (MySQL AB / Sun Microsystems before acquisition) – Technical Architect Apr 2006 – Sep 2010

* Architectural adviser for storage engine, enterprise monitor and connector/API teams

**MCB Guru Ltd** – **Consultant Jan 1999 – Oct 2020**

* Subject Matter Expert for **Microsoft** on Windows Server Group, Certification and Linux competitor analysis
* Adviser to **IBM** on grid, cloud, analytics and distributed technologies
* Adviser to **Apple** on user interface and workflow podcasting platform

**Various senior IT roles 1993 – 1999**

Industry Influence

* Authored over 30 books on software development, programming and business topics
* Spoken at numerous sector conferences including Percona Live, JavaOne and Oracleworld
* Created technical and commercial white papers for Microsoft, Sun Microsystems and IBM
* Written hundreds of articles for Apple, IBM developerWorks and other industry publications

Personal Details

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## Education

Hardware/Software Engineering - **Northampton University**: BTEC Higher National Diploma **1990 – 1992**

Endorsements

“I've been working closely with Martin for 5 years. His very deep and wide expertise in many areas of IT makes him a real wildcard inside any team. He also can lead a team gently, conduct meetings (and make them efficient!) or interface between management, customers and techies with the same level of command. Definitely someone you want to have at your side!” Gilles Rayrat, VP Engineering, Continuent