





# Scott McGregor

"Transforming Innovative Technology into Market Making New Products"

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**SEEIFIRST**, VP, Engineering & Product Marketing      Streaming Video      2002 – 2003

- Enabled company to survive "Dot Com Bust" as a scrappy restart.
- Developed innovative products that opened new international strategic partnerships with companies and government agencies in Japan, India and Singapore, ultimately enabling sale of company.

**DATA DIGEST**, VP, Engineering & Product Strategy      Predictive Analytics      2000 – 2003

- Delivered paradigm breaking predictive analytics product for professionals who are not statisticians.
- Developed product from conception to market introduction in 12 months.

**PLACEWARE**, Sr. Product Manager / UX Designer      Web Conferencing      1998 – 2000

- Led design, development and introduction of the world's first successful web conferencing product: the PlaceWare Web Conference Center now marketed as Microsoft Live Meeting™.
- Increased sales 20X in 2 years and enabled company's IPO filing and eventual acquisition.

**TEKNOLEDGE**, Sr. R&D Project Manager      Artificial Intelligence R&D      1995 – 1997

- Launched startling public demonstrations of integrated speech recognition and web based Briefing Associate (forerunner to Web Conferencing) for DARPA.
- Enabled company to enter commercial market by developing Sales Associate for e-commerce.

**SYBASE**, Director, Engineering Services      Databases      1994 – 1995

- Reduced costs by standardizing engineering tools, training and metrics and founded a company-wide engineering services department.
- Reduced product failure in the field with new QA policies.

**ATHERTON TECHNOLOGY**, General Manager      CASE      1990 – 1994

- Founding leader of new software product division. MergeAhead won cover notice and reviews praising the ease of learning and ease of use.
- Drove product development from conception to introduction in first 90 days after founding division.
- Division later spun out as Prescient Software, which I led as Founder/CEO.

**HEWLETT-PACKARD**      1980 – 1990

R&D Manager, Engineering Productivity Mgr.      CASE & Software Development Tools

- Rescued Lab's flagship project that was behind schedule and brought it in on time by inventing a new agile development method, SWIFT.
- Re-established company's engineering competitiveness, leading to development of new RISC architecture systems that are the heart of all HP mainframes and minicomputers today.
- Connected all engineers in over 25 divisions worldwide to company wide network of high performance mainframes and mini super computers.

BA Haverford College. MSIA / MBA Carnegie Mellon. Graduate Studies in Computer Science, Stanford University. Instructor, Graduate Mgmt Courses at UC Berkeley, UCSC and Univ. of Phoenix.

ACM, IEEE, SIGCHI, BayCHI. Cofounder & past president Silicon Valley chapters of the Assn. for Software Design and World Wide Inst. of Software Architects.