

Greg Shaw

Product Manager, Software Entrepreneur, Audio Director

greg@greg-shaw.com

[linkedin.com/in/gregshawdirector/](https://www.linkedin.com/in/gregshawdirector/)

www.greg-shaw.com

Seasoned Leader in Shipping Digital Products. Having built products for web, mobile, console, and PC that entertain, educate, and increase productivity--I understand the unique blend of creative and analytical thinking required to build and lead successful, cross-functional teams.

Proven Entrepreneur - Data Driven Decision Maker. I've built a business improving asset utilization rates and operations processes that saves time, produces more accurate data and increases profitability for my customers.

21 Years Software and Interactive Media Experience. I use my broad technical breadth and depth of platform(s) and user experience to ship products loved by customers. It doesn't matter if the products are bootstrapped or have multi-million-dollar budgets. I get my hands dirty and lead from vision. (ask me about my secret sauce).

PROFESSIONAL EXPERIENCE

Founder, Product Manager

2015--Present DashBrew LLC, Bellevue, WA

Built a software business from an idea to paying customers and 40,000 individually tracked assets with a QR-code based inventory management SaaS product in under 8 months.

- Performed Business Analysis of problem space and market conditions to identify roughly 46% of craft breweries KNEW they had a problem managing their kegs. Given an industry growth rate of about 17% and industry-wide keg losses of ~4%--I knew tracking kegs and inventory would be a win. (ask me what I didn't know though)
- Managed the strategic vision, technical product development, project management, and business operations for KegMetrics including the long-term Technology Roadmap.
- Built a 1000+ contact network in a new industry to find, nurture and close sales leads.
- Over-delivered on Customer Relationship Management (CRM). With testimonials like *"The customer service and personalized attention makes me want to integrate this system into more than just kegs"* and *"Greg has been excellent at helping us with all issues, and are very pleased with his customer service."*
- Identified new verticals for additional growth that became the largest volume customer

HIGHLIGHTS

Built a SaaS asset management business from scratch to managing 40,000 assets across many companies, internationally in under a year.

Shipped award winning products and franchise launches including Forza, Sunset Overdrive, Gears of War, Galactic Reign.

Created, and Designed all aspects of Audio Content and Vision for multiple AAA big-budget projects on multiple platforms.

SKILLS

Program Management for Responsive Web and Mobile Applications

Software and Games project management

CXO and Board Member Experience

Operations and Process Management

Senior and Middle Management Experience

Market Research Analysis

Creative Vision and Strategy

International Business

Partner & Vendor Relations and Negotiation

Business Analysis

Agile and Scrum Methodologies

Lead Generation & Direct Marketing

Inbound and Outbound Sales

Google AdWords, Facebook Ads

Team Leadership

Product Evangelist

JIRA Proficient

Unity, Unreal, Wwise, FMOD, and many proprietary game development tools

Mobile and Web App Development,

WordPress, AWS, C, C#, C++, HTML, Java, CSS, Lua Scripting, Pearl, Command Line Scripting Source Control-GitHub, Microsoft TFS, Perforce Field and Voice Over Recording and Directing

CERTIFICATES

IDEO Design Thinking Certificate

Wwise certified

Pro Tools certified

Toastmasters Certified Communicator

Project Manager, Senior Audio Director, Audio Director

2002–2016, Microsoft Corporation, Inc., Redmond, WA

Shipped products and franchises for console, mobile, cloud, and PC. Grew multiple groups and evangelized products and features both internal and externally. Experience includes launching franchises, sustaining established franchises and innovating in features and technology.

- Lead product strike team for creating Audio Calibration patented technology.
- Sound Design, Mix, Implement and Direct for a portfolio of projects, E3 videos, and other marketing collateral for titles on the Xbox, Xbox 360, Xbox One, Windows, and mobile
- Direct SAG and non-union voice actors for multiple projects
- Managed relationships with external studios and vendors as well as internal multi-discipline teams to collaborate effectively.
- Designed audio content work flow and scoped as well as spec'd deep audio feature sets.
- Developed development tools for audio script implementation.
- Integrated and worked with external middleware firms like FMOD, Wwise, Unity and Unreal Engine.
- Created, Proposed, and Delivered Priorities and Initiatives for Business Processes
- Set and maintained executive expectations for processes, budgets and schedules.
- Developed Audio Vision and creative style and achieved alignment with internal and external development studios.
- Launch team for successful franchises like Forza, Sunset Overdrive, Galactic Reign.
- Performed Audio Content Due Diligence for acquisition of \$1B lifetime revenue IP.

Audio\Video Manager, Sound Design Lead, Sound Designer

1998–2002, Crystal Dynamics, Inc., Menlo Park, CA

Managed staff and ensured communication with multiple development teams while delivering against schedule and budget for video and audio.

- Designed Next Generation Sound Engine in collaboration with programmers.
- Designed, Mixed and Implemented Sounds for games like Soul Reaver and Gex.
- Developed and edited video post-production for marketing materials

COMMUNITY LEADERSHIP

International and Avid Public Speaker

- Presented at Microsoft Game Audio Summit 2014, GDC 2013, 2010, 2007, MIGS 2012, Cogswell College 2012, University of Montana 2012
- Toastmasters Alumni and Certified Communicator 2007

Board of Directors Member

- Somerset Recreation Club 2016

Charity Event Leadership- Created "Guitar Heroes for Whiskers" 2007

- Raised several thousand dollars for Seattle Humane Society

EDUCATION

Master of Business Administration

Babson College, F.W. Olin Graduate School of Business, Wellesley, MA

Concentration: Entrepreneurship

Capstone: Medical Adherence SaaS

Bachelor of Science

Cogswell Polytechnical College, San Jose, CA

Concentration: Software Development, Music Engineering Technology

Capstone: A GUI MIDI File Editor in C++

NOTABLE GAMES

Scalebound (Xbox One and Windows, recently cancelled about a year after I left MSFT)*

ReCore (Xbox One and Windows)*

Sunset Overdrive (Xbox One)

Xbox Fitness (Xbox One Launch Title)

Powerstar Golf (Xbox One Launch Title)

Galactic Reign (Azure-Windows 8 Desktop, Phone, Tablet)

Gears of War: Judgment (Xbox 360)

Microsoft Flight (2012) (Windows)

Kinect Nat Geo TV Season 2 (Xbox 360)

Kinect Nat Geo TV Season 1 (Xbox 360)

Gears of War 3 (Xbox 360)

Forza 3 (and DLC) (Xbox 360)

Forza 2 (and DLC) (Xbox 360)

Forza (Xbox)

Rallisport Challenge 2 (Xbox)

Project Gotham Racing 2 (Xbox)

Legacy of Kain: Blood Omen 2 (PlayStation 2, Xbox, Windows)

Legacy of Kain: Soul Reaver 2 (PlayStation 2, Xbox, Windows)

Mad Dash Racing (Xbox Launch Title)

102 Dalmatians: Puppies to the Rescue (PlayStation)

Walt Disney World Quest: Magical Racing Tour (PlayStation)

Legacy of Kain: Soul Reaver (PlayStation)

Gex 3: Deep Cover Gecko (PlayStation)

Tiger Woods '99 PGA Tour Golf (PlayStation)

Ten Pin Alley (Playstation)

ADDITIONAL EXPERIENCE

Patent Co-Creator for Xbox Audio Calibration Tool

Experienced Mobile App Developer: Shipped, Designed, Coded, and Released "Audize" App.

TESTIMONIALS

"Greg was the audio director for the cloud-rendered mobile strategy title Galactic Reign, developed by my studio. This was a product that involved considerable technical challenges (on-the-fly music track assembly to support our unique on-demand combat movie sequences), and demanded the high production-values of a AAA title. Greg directed and managed all of our audio needs with aplomb, which included sourcing, negotiating terms, and managing the relationship with the composer, and collaborating with the engineering teams both in-house at Microsoft and at our third-party partner. In all of these functions, Greg was dedicated to producing a high-quality product, thoroughly reliable, and a pleasure to work with. I would highly recommend Greg to anyone looking to bring senior audio direction and production management talent to their team."-Tony Cox, Software Engineer at Valve Corporation

"Greg was the Audio Director at Microsoft when we began working on a yet-to-be announced title. He hired Formosa to handle voice over casting, recording editing and signatory services. Over the year that we worked together we discovered that this particular project faced several technical hurdles on both the dialog recording and implementation sides. Greg's clear vision and ability to communicate that vision to the team (internally and externally) was key in understanding how to complete this project on-time and on-budget. Just as important as remaining actively engaged with the project, was his ability to step away and allow those he entrusted to do what they do and bring forth a quality finished product. Greg allowed us to work with autonomy in an area where we are proficient, all the while keeping a watchful eye & making sure that we were delivering a product that met a quality bar that not only Microsoft expects, but that met his personal expectations, as well. And, it's those personal expectations coupled with his keen understanding of the project and ability to communicate the needs of the project effectively that make him such an incredible audio director. Greg would be a welcome asset to any team." - William "Chip" Beaman, Vice President at Formosa Interactive

"Initially, we didn't know that we needed any type of keg tracking application. When approached by Greg, I thought it would be a nice novelty to have, however after using the system now for almost a year, we have found many benefits for the KegMetrics application. I have used the application and tracking capabilities to resolve disputes with distributor over lack of PO fulfillment. We also now use this to let our distributors know our current keg inventory. Prior to using this application, we would need to manually count the kegs in stock to provide a list. Now we can use the application to pull up current inventory and quickly send out for ordering purposes. The application also keeps track of the life-cycle of the keg, so we are warned if the keg skips a step in the expected cycle of a keg...for instance, it will warn us if the keg wasn't scanned for a specific step such as cleaning. I would recommend KegMetrics to other breweries as it has been vital in shortening labor time in keeping track of kegs manually. Greg has been excellent at helping us with any and all issues, and are very please with his customer service. Cheers!"- Aaron Wight, Owner/Brewer at Whitewall Brewing

"KegMetrics has been an amazing asset here in the brewery. What used to take a couple of us hours of hand counting and tagging kegs now takes one man minutes to come up with accurate information. Integrating this program into my keg management has been seamless and when a problem does occur, I've received an email from their support team before I can even get to my office. KegMetrics has an amazingly intuitive interface that is easy to learn and navigate. They were able to help customize the program for our specific needs here making this application a catalyst of efficiency. The customer service and personalized attention only makes me want to integrate this system into more than just kegs. I look forward to seeing more applications from Greg and his team." - Kevin, Head Brewer at Bellevue Brewing

"Before KegMetrics we were using pencil and paper with a notebook to track our production. We were hesitant to take on a keg tracking system for fear of it not being able to change some of it's key reporting items specific to our brewery. KegMetrics was flexible for us and that flexibility was much appreciated. Now we find that TTB reporting and inventory recording can be done efficiently and accurately using this platform. I would recommend KegMetrics. I think it is a great resource to not only keep track of kegs, where the kegs are located, how long they have been gone, and how much volume was produced in a given month. We are pleased to have developed a relationship with KegMetrics. It has helped our business tremendously." - Stacey Sype, Owner at Sound To Summit Brewing