

# Greg Shaw

Product Manager, Technical Project Manager, Business Director, Entrepreneur

greg@greg-shaw.com

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

[www.greg-shaw.com](http://www.greg-shaw.com)

**Seasoned Leader in Shipping Digital Products.** Having shipped products for IoT, web, mobile, console, various mixed reality devices 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 Entrepreneurial Thinker - Data Driven Decision Maker.**

Experienced building businesses and innovative products using emerging technologies for improving asset utilization rates and operations processes that saves time, produces more accurate data and increases profitability for customers.

## **20+ Years Software and Digital Innovation Experience.**

Developed and implemented strategy for projects across multiple platforms. Some of these platforms include: Xbox, Playstation, iOS, Android, Web, Azure, AWS, and more.

## **PROFESSIONAL EXPERIENCE**

### **Senior Product Manager, Senior Technical Project Manager, Profit Center Manager Emerging Accounts**

**2017–Present, 8ninths and Valence Group, Inc**

Shipped Innovation Projects for Fortune 500 Firms based in **Augmented Reality, Virtual Reality** and **Machine Learning** Based IoT devices.

- Managed POC projects for a fortune 500 corporation to manage financial assets with holographic 3D graphs across teams in remote location using **Augmented** and **Virtual Reality**.
- Delivered Enterprise Public facing **Virtual Reality** solutions for Fortune 100 pet food manufacturer to train and educate employees.
- Lead small cross-functional team and developed Product Strategy to deliver public facing mobile **Augmented Reality** Solution for United Launch Alliance. Communicated project status directly to CEO.
- Lead cross-functional team, established development strategy and delivered public facing **Web Application** for top tier United States ride sharing satellite deployment corporation utilizing multiple technologies hosted on AWS Gov Cloud.
- Delivered software reporting **Web Application** on Azure to health services corporation that solved problems of disadvantaged communities for vaccines services.
- Delivered **AWS** based **machine learning** solution to analyze orthomosaic drone captured imagery for Smart Ag customer.
- Managed cross functional teams and enterprise client to deliver an **IoT** based solution that used **Machine Learning**, and Cloud Services to detect environmental conditions.
- Managed Profit Center for Emerging Accounts

## **HIGHLIGHTS**

**Successfully managed and shipped** innovative technical solutions for multiple enterprise clients utilizing cutting edge technologies including: Mixed Reality, Augmented Reality, Virtual Reality, AI, ML, Computer Vision, BPM, Azure and AWS cloud services.

**Built a SaaS** 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.

**Directed, 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, Mobile, IoT devices, AR and VR Experiences**  
**Software and Games** project management  
**CXO and Board Member**  
**Operations and Process Management**  
**Senior and Middle Management Experience**  
**Market and Business Analysis**  
**Creative Vision and Business Strategy**  
**International Business**  
**Partner & Vendor Relations and Negotiation**  
**Agile and Scrum Methodologies**  
**Lead Generation & Direct Marketing**  
**Inbound and Outbound Sales**  
**Team Leadership and Product Evangelist**  
**JIRA and Azure DevOps Proficient**  
**PowerBI Proficient**  
**Unity, Unreal, Wwise, FMOD, and many proprietary game development tools**  
**Mobile and Web App Development,**  
WordPress, AWS, Java, CSS, Lua Scripting, Pearl, Source Control-GitHub, Microsoft TFS, Perforce  
Field and Voice Over Recording and Directing

## 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.
- Over-delivered on **user experience (UX)** and **Customer Relationship Management** 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

## Senior Audio Director, Project Manager

### 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 content work flow and spec'd deep audio feature sets.
- Developed development tools for audio script implementation.
- Integrated with middleware like FMOD, Wwise, Unity and Unreal.
- 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
- 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.

- Designed Next Generation Sound Engine in collaboration with programmers.

## CERTIFICATES

Emotional Intelligence Certificate  
AWS Business Professional  
IDEO Design Thinking Certificate  
Wwise certified  
Pro Tools certified  
Toastmasters Certified Communicator

## 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 PROJECTS

**Book My Launch & Mission Control**  
**ULA Anywhere**  
**KegMetrics**  
**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)  
**Legacy of Kain: Soul Reaver 2** (PlayStation 2, Xbox, Windows)  
**Mad Dash Racing** (Xbox Launch Title)  
**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)

## COMMUNITY LEADERSHIP

Board of Directors Member 5 years -SRC