

Vincent M. Lee

43007 Northlake Blvd • Leesburg, Virginia 20176 • Telephone: (703) 669-8799 • E-mail: vinny@leecentral.com

SUMMARY

Seasoned Product Management Executive with over 15 years experience defining, developing, and launching Software as a Service and Infrastructure as a Service (SaaS and IaaS) services. Able to combine a strong business acumen with the ability to conceive profitable and efficient solutions utilizing technology and business processes. Proactive troubleshooter that thrives in a fast paced environment and is able to effectively communicate across multi-layered management levels and business disciplines.

PROFESSIONAL EXPERIENCE & SELECTED ACCOMPLISHMENTS

Verisign, Inc., Sterling, VA

2010 to Present

Vice President, Product Management

Lead the Product Management Team for the Network Intelligences and Availability Group

- Responsible for the iDefense, DDoS Mitigation, and Enterprise Hosted DNS services providing Infrastructure and Cyber Security Services to the leading sites on the Internet.
- Diversify Verisign revenue streams by increasing non-Registry revenue by over 50%.
- Responsible for the Account Management team ensuring 99%+ renewal rates.

NeuStar, Inc., Sterling, VA

2007 to 2010

Senior Director, Product Management

Responsible for increasing and diversifying revenue and product lines for NeuStar Ultra Services Group.

- Responsible for the DNS systems handling 14 Billion DNS queries per day that drive the top internet properties in the world including Amazon, Walmart, and Time Warner.
- Built out new Product Management team and instituting best practices in Product Management across the organization.
- Re-launched UltraDNS Management Portal and corresponding systems driving down churn and reducing customer support costs while preparing our SaaS services for new products and services.
- Launched UltraDNS Recursive Service (DNS Advantage), Real-time Reporting system, Geo-Directional DNS service, and in the process of re-introducing Traffic Management and Load Balancing solutions allowing UltraDNS to remain the premier Managed DNS service provider.

Network Solutions, LLC (Formerly Verisign, Inc.), Herndon, VA

1997 to 2007

Director Product Management, New Products and Services

2007 to 2007

Responsible for the creation of new service lines.

- Coordinated across Product Management to develop, prioritize, validate, and execute product roadmaps in an efficient manner.
- Led Domain Monetization Effort increasing Network Solutions Revenue by \$8M per year.
- Initiated several initiatives expected to improve revenue or reduce costs by \$3M to \$5M per year.

Director Product Management, Hosting and Communications Services

2006 to 2007

Managed team responsible for Network Solutions' Hosting and Communications lines of business accounting for \$44 million in revenue. Responsible for revenue, costs, churn, product roadmap, and customer satisfaction.

- Improved Annual Hosting Renewal Rates from 54% to 63% – exceeding plan in both units and revenue.
- Initiated Network Solutions' implementation of Virtual Private Server (VPS) hosting services and secure email service (MessageGuard).
- Increased Network Solutions' configured mailbox count from 600,000 to 1 million paid mailboxes.

Director, Product Development (Program Management)

2004 to 2006

Managed and led Product Development team for all services and initiatives developed by Network Solutions. Focus on diversifying Network Solutions' revenue streams.

- Prioritize and evaluate company initiatives and then responsible for their implementation. Managed initiatives through Concept, Business Case Development, Requirements, Development, QA, Launch, and Maintenance.

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- Responsible for securing customer accounts from both technical and social engineering attacks – balancing customer usability needs with their security needs.
- Led Network Solutions' profitable entry into Shared Hosting (\$20M in 2005). Included identification of target acquisition companies, acquisition of company, and integration in to Network Solutions.
- Led corporate initiatives in technology and company acquisitions including Hosting (Inquent Technologies), e-Commerce (Monster Commerce), design services, SEM, SEO, Pay per click solutions to be offered to the Network Solutions customer base diversifying Network Solutions revenue stream
- Responsible for Network Solutions business class e-mail service to over 600,000 paid e-mailboxes. Responsible for migration of said e-mailboxes to new front-end and back-end systems

Senior Manager, Product Manager

2002 to 2004

Responsible for full life cycle of projects and products that require expertise of complex business and systems models. Specific areas of responsibility include:

- Responsible for identifying the need for and develop front-end and back-end capabilities to support the needs of our high valued users (10%of our user base who has an influence of 50% of our products and services).
- Operational responsibility for the NameSecure business unit (<http://www.namesecure.com>). Cash Sales over \$3.25 million per year through its web site.
- Developed and launched secondary market service of domain names with cash sales of \$2 million per year.
- Implement Dynamic Merchandising capabilities to our core Storefront, delivering targeted services based on a variety of criteria improving average ticket price by 10%.
- Overall Responsibility for the Network Solutions' Email Platform servicing over 500k paid active e-mail boxes
- Overall Responsibility for the Network Solutions' whois service driving over \$500 per year in ad revenue.

Senior Manager, Systems Migration Project

2001 to 2002

Instituted and Led cross functional teams in the successful consolidation of multiple legacy systems, databases, and user account management systems to one in order to provide a better customer experience, reduce operational and development costs, and regain market leadership in customer functionality.

- Developed business case for and gained executive management approval to lead this high priority effort. Cost savings of \$3 million per year and estimated \$2 million in new sales per year.
- Led a cross-functional team to migrate the 3,000,000 customers and 10 million online products to the new system.
- Architected and implemented a \$2 million dollar initiative to improve the customer model and corresponding web based account management system for all of Network Solutions' customers. Resulting in improved customer satisfaction rates and a 40% reduction in call volume.

Senior Manager, Web Team

2000 to 2001

Managed Web Producers, Site Designers, Graphic Artists, and consultants who are responsible for <http://www.networksolutions.com>. Site receives over 650,000 visits per day. Cash Sales through site over \$300,000 per day.

- Team responsible for taking product requirements and developing plans to integrate product, service, or functionality into the site. Coordinated between Product Managers, Engineering, Usability Lab, Customer Service, etc. to ensure a smooth product release and customer experience.
- Analyzed and developed metrics to measure customer behavior and performance of the site in order to improve revenue (conversion rates) and customer experience while decreasing customer service costs.
- Developed processes and policies to accommodate the increasing number of products, services, and promotions to be developed with aggressive time schedules.
- Developed Tools and Process to track online and offline marketing initiatives and their Return of Investment (ROI).
- Proposed, initiated, and led an 8 month and \$1.5M outsourcing effort to converge and redesign multiple Network Solutions sites to one based on user needs. Core requirement for redesign was to provide one user experience and as such focused on customer behavior and information architecture while working with the current corporate brand strategies and increasing conversion rates.
- Search Engine Optimization enhancements propelling Search Listings for relevant terms to top 3 from top 10.

Manager, Software Development

1998 to 2000

Responsible for creating, staffing and managing the Web/GUI team of up to 10 individuals comprising of software engineers, html developers, and graphics artists.

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- Responsible for finding solutions to complex technical and user interface issues for the <http://www.networksolutions.com> , <http://www.internic.net> , and <http://www.worldnic.com> websites.
- Managed and responsible for complete site integration and redesign for <http://www.worldnic.com> and <http://www.networksolutions.com> to one site with minimum impact to customer base and minimum modifications to the disparate back end systems servicing those sites each of which were processing thousands of e-commerce transactions per day.

Software Engineer

1997 to 1998

- Managed the <http://www.worldnic.com> website whose primary purpose was the selling and management of domain names in real-time.
- Created and developed prototypes of new products and services to be then added to the company's site.
- Inventor of Network Solutions Web Forwarding service (US 7,461,334) driving \$4+ million in revenue per year.

IBM Corporation, Falls Church, VA

1995 to 1997

Staff Programmer/Technical Sales Lead

- IBM infoMarket Service and Cryptolope™ Containers. Technology focused on distributed search engine technology, Public Private Key Technologies, and micro payments.

American Computer & Electronics Corporation, MD

1993 to 1995

Systems Software Engineer/Programmer/Database Administrator

Development of Telephone Switch Billing and Management Software

- Responsible for version control, release management, and software upgrade applications/process.
- Lead Support Engineer - support to various sites throughout the world in both hardware and software dealing with training, installation, maintenance, and code failure. Support occurred both on and off site.

Education / Certification

Binghamton University (State University of New York at Binghamton)

Bachelor of Science, Computer Science-Information Science, May 1992

Fundamentals of Finance and Accounting for Non-financial Executives, AMA
Rational Rose Training (UML)
JAVA Programming

Lotus Notes Programming
Oracle Master's Certification from ORACLE, Database Administrator Version 6.0 and 7.0

Patents

Unified Web-Based Interface to Multiple Registrar Systems	US 7,167,904
Apparatus and Method for Web Forwarding	US 7,461,334
Domain Name Maintenance (Pending)	US 20050273344

Skills

Corporate Acquisition experience, Requirements Writing, Level of Effort (LOE) analysis of Requirements, Managing Request for Proposal (RFP) process, Defining Service Level Agreements (SLA), Outsourcing, User Acceptance Testing (UAT), Use Case Development, Test Case Development, User Interface Design, Usability Testing, Information Architecture, Search Engine Optimization (SEO) experience, Pay per Click, anti-spam, anti-phishing, security protocols (familiar with Cardholder Information Security Program (CISP and PCI)).