



IVAN DWYER

Strategic Product, Marketing, and Alliances Professional

GET IN TOUCH

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LEARN MORE

- www.linkedin.com/in/ivandwyer
- www.twitter.com/fortyfivan
- www.slideshare.com/fortyfivan
- www.github.com/fortyfivan
- www.facebook.com/fortyfivan

SPECIALTIES

- ✓ Technical Writing & Speaking
- ✓ Sales & Marketing
- ✓ Community Development
- ✓ Product Management
- ✓ Cloud Technologies
- ✓ Systems & App Development
- ✓ Web & Graphic Design



EXPERIENCE

SCALEFT

VP of Product Marketing

Nov 2016 - Present

Led all aspects of go-to-market, including strategic messaging, product direction, digital marketing, and demand generation. Created and fostered a community around Google's BeyondCorp, running a number of local Meetup groups, writing a weekly newsletter, and speaking on the topic of modern cloud security practices.

IRON.IO

Head of Business Development

Sep 2013 - Oct 2016

Led strategic and technical initiatives with partners across the entire IT ecosystem including IaaS providers, PaaS providers, developer tools, and API services. Created and drove channel partner program collaborating with solutions integrators, consultants, and dev shops for joint sales efforts & customer implementations.

ACCESS SYSTEMS

Head of Digital Publishing

Mar 2011 - May 2013

Managed development of a custom enterprise grade content management and delivery system as a joint venture with a major Brazilian publisher. Successfully sold the platform into various government agencies for online training systems.

Director of Global Ecosystem Alliances

Oct 2009 - Mar 2011

Managed technology partnerships across multiple product lines and business units. Responsible for seeking out new technologies to complement the company's product lines for OEMs and Carriers. Successfully formed distribution alliances with various content providers across the globe targeting mobile phones, tablets, and TVs.

Developer Marketing Manager

Nov 2005 - Sep 2009

Evangelized the mobile app developer program online, at roadshows, through speaking engagements, and by attending various conferences and trade shows including 3GSM, Mobile World Congress, CTIA, and LinuxWorld.

PALMSOURCE

Web Marketing Manager

Jan 2004 - Nov 2005

Designed, developed and maintained the corporate global website. Coordinated with business owners to create marketing content, and collaborated with the developer community to create "Expert Guides" featuring mobile apps for a wide range of uses.

ALLDORM

Co-Founder

Jul 2000 - Dec 2003

Co-founded the collegiate marketing and E-Commerce business while a sophomore at Santa Clara University. Featured in the June 2003 Entrepreneur Magazine cover story, "Starting a Business in College".



EDUCATION

SANTA CLARA UNIVERSITY

B.S. Operations & Management Information Systems

1998 - 2002

Relevant courses: UNIX, C, Java, Networking, Database Administration, Marketing, Business Management, Finance, and Economics.