HENDERSON RICKEY

415.555.4176 | San Francisco, CA 94123 | me@hrickey.net

PRODUCT MANAGER

Accomplished product management executive with a proven track record in product management, team leadership, and strategic initiatives, driving successful outcomes in network and cloud architecture.

- ✓ Expertise in revitalizing and launching cloud-native networking solutions, resulting in significant customer renewals and securing contracts for major infrastructure projects.
- ✓ Proven track record of enabling partnerships and integrations, extensively supporting partners and managing GTM initiatives. Key achievements include integration of Athletic CNI into Amazon EKS.
- ✓ Established long-term support model to align service-provider customers needs to software delivery schedules, contributing to generation of significant revenues, including the acquisition of $50M in cumulative software renewals.
- ✓ Skilled in delivering valuable market insights and strategic guidance to CxO leadership, reinforcing investments in current products, and identifying opportunities for future growth and development.

Key Competencies:

Product Management, Network Architecture, Cloud Architecture, Team Leadership, Strategic Initiatives, Engineering Collaboration, Stakeholder Engagement, Customer Relations, SDN Solutions, Cloud-Native Technologies, Contract Acquisition, Market Insights, Strategic Guidance, Software Renewals, Kubernetes, Ecosystem Partnerships, Agile Methodology, REST API, Solution Design, SD-WAN, Firewall Architecture Design and Implementation Legacy System Modernization, Integration Solutions, Deployment Automation, Telco Cloud, Lab Testing

---

PROFESSIONAL EXPERIENCE

Athletic Networks - Sunnyvale, CA   *2012 – 2024*

Product Management Director (2022 – Present)

Held full accountability for leading and mentoring a diverse team to leverage strengths and capitalize on opportunities. Developed and formalized an account sponsorship model in collaboration with Engineering to enhance support for key customers and strategic initiatives.

- **Cultivated strong relationships with engineering teams,** conducting regular touch points across all groups, and delivering quarterly "State of the Business" sessions to connect engineers with customers, celebrate successes, and identify areas for improvement.
- **Revitalized the datacenter software portfolio** by launching cloud native SDN solutions, resulting in key customer renewals and securing a contract to build Telefonica Spain's 5G network. Emphasized Kubernetes CRD control-plane development to maximize ecosystem integrations and customer adoption rates.
- **Delivered valuable market insights and strategic guidance to CxO leadership** on SDN, NFV, and Telco Cloud during annual strategy cycles, reinforcing investments in current products and identifying opportunities for seed investments in CNAP and Cloud Native Routing projects.
- **Facilitated the company's CNI integration in Amazon EKS offerings** through comprehensive partner enablement and go-to-market support, contributing to the capture of ~$50M in cumulative software renewals through the introduction of a long-term support release program.

Product Manager, SDN and Cloud (2017 – 2022)

In charge of leading the modernization effort of a legacy SDN product at Athletic Networks, transitioning to a Kubernetes native infrastructure and relaunching integrations with leading Kubernetes distributions in collaboration with Red Hat, Canonical, and other ecosystem partners. Led a customer get-well initiative to resolve long-standing issues for key customers, paving the way for platform modernization and footprint expansion, ensuring customer satisfaction and loyalty.

- **Generated $10M in new business** by establishing strategic partnerships with Canonical and Rancher.
- **Successfully reduced deployment risks for service-provider cloud deployments** through professional services solutions and simplified deployment automation processes, because of streamlined Telco Cloud product offerings.
- **Created comprehensive product requirements,** UI mockups, and flow diagrams for next-generation datacenter fabric and overlay SDN solutions, aligning product development with market demands and customer needs.

(ATHLETIC NETWORKS – CONTINUED)

- **Partnered with key internal stakeholders, including architecture, engineering, and customer success teams** to translate plans and designs into agile sprints, driven by client feedback and market insights, ensuring timely and customer-centric product development.
- **Performed extensive customer interviews and market studies to evaluate strategic opportunities, identify** competitive gaps, and guide product feature prioritization, enhancing product competitiveness and market relevance.

Technical Marketing Engineer, Cloud (2016 – 2017)
Played a pivotal role as a Technical Marketing Engineer, effectively communicating Athletic's cloud solutions and vision to customers and external partners. Closely collaborated with account teams and technical alliances groups to craft customized training materials and demonstrations, showcasing key aspects of the Cloud Services portfolio.

- **Created and implemented NFV service chaining automation to integrate partner VNFs into the Cloud CPE platform,** collaborating closely with alliance partners to integrate REST API workflows into the network service orchestrator, resulting in a robust multi-vendor, multi-function service chaining solution.
- **Formulated innovative Cloud Services solutions** in response to customer requirements, coordinating with engineering teams to seamlessly incorporate enhancements into product releases.
- **Provided valuable insights and guidance on Cloud, NFV, and SDN solution designs** based on lab results and experimentation, ensuring optimal performance and functionality for customers and internal stakeholders.
- **Spearheaded the development of a prototype SD-WAN solution** leveraging Layer 7 Firewall features and dynamic overlay tunneling, closely collaborating with engineering teams to deliver solutions tailored to meet diverse customer requirements and use cases.

Sr. Resident Consultant, Mobility (2012 – 2016)
Provided strategic guidance as a Sr. Resident Consultant at Athletic Networks, advising on network design changes and architectural direction for the Rogers Wireless Mobile Packet Core, enhancing support for voice signaling and 3G/LTE data services.

- **Served as the subject matter expert for a nation-wide MPLS traffic engineering re-architecture project,** optimizing regional routing and failover capabilities to improve network performance, latency, and reliability.
- **Developed tested, and deployed a large-scale NAT Gi/SGi firewall,** enabling IPv4 and IPv6 address translation for Rogers mobile subscribers, enhancing network security and scalability.
- **Implemented automation tools** using Python and JunosScript to conduct quarterly impact assessments of bug reports based on customer context, recommending effective mitigation strategies to address network issues.

Previous Career History:
Network Analyst, Giants Telecommunications, Toronto, Ontario, 2011 – 2012
Network Engineer, Lackey Communications, Oakville, Ontario, 2008 – 2011

EDUCATION & PROFESSIONAL DEVELOPMENT

Pursuit of Telecommunications Technology Diploma, Sheridan College, Ontario, Canada
JNCIE-CLOUD, 4 (Expert, Cloud, Emeritus), JNCIE-SEC, 243 (Expert, Security), JNCIE-ENT, 462 (Expert, Enterprise Routing, Emeritus), JNCIE-SP, 1727 (Expert, Service Provider Routing, Emeritus)
Training: Leadership and Strategic Impact (Oct. 2022), Tuck Executive Education – Dartmouth University

---

PATENTS

Dynamically Learning Media Access Control and Internet Protocol Addresses, US 11658933 · Issued May 2023
Multiple Clusters Managed by Software Defined Networking Controller, US 11444836 · Issued Sep 13, 2022