

# Michael D. Tadlock

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## Introduction:

I'm seeking an opportunity for continued growth where I can add value based on my abilities and expertise. My experience demonstrates success at companies large and small, both as an individual and as a manager. My product sense is well regarded, and I have a deep appreciation for the technologies that power innovative user experiences. My LinkedIn profile (<http://bit.ly/LinkedInMikeTadlock>) contains the most current summary of my work, as well as some peer feedback. I appreciate your consideration.

## Work Experience:

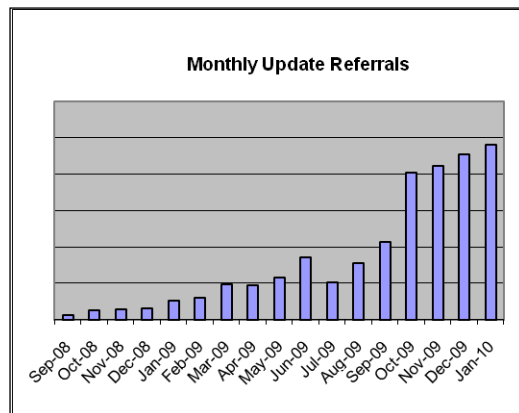
**Yahoo!, Inc. (April 2002 – Present)**

**Title: Director Product Management**

Expert in user generated content, community, social systems, and related use patterns. I managed a team responsible for five user generated content platforms (Message Boards, Ratings&Reviews, Polls, Updates, & Blogs) then transitioned to run Product Management for Yahoo!'s eleven social platforms. (<http://bit.ly/YOSPlatforms>).

### KEY ACCOMPLISHMENTS:

- **Social Referrals** – Conceived, pitched, developed, and managed a network-wide life-streaming platform that enables social referrals. The Updates Platform is the centerpiece of Yahoo!'s social efforts. More than 80 integrations, in 26 languages, include: yahoo.com, Yahoo! Mail, Messenger, Finance, Sports, News, and Flickr. The system currently accepts 750,000 inserts per day, stores 390 million updates from 180 million unique users, responds to 3,000 queries per second at peak, and generates more than 100 million social referrals per month. These referrals deliver users who spend twice as much time and consume twice as many pages as users arriving through other channels including yahoo.com, Google, Facebook, and Twitter. January to January referral growth was 942%.



- **Social Platforms** – Currently manage a team responsible for 11 social platforms powering: identity, relationship, life-streaming, broadcasting, and other social experiences on, and off, of the Yahoo! Network. Managed to success with an Engineer to PM ratio of 14:1.
- **Message Boards** – 33 international integrations that generate 30 million annual posts and 80 billion annual page views

- **Ratings & Reviews** – 78 network integrations, 16 million annual reviews
- **Polls** – 20 integrations, 1000 concurrent polls, 36 million annual responses
- **Blogging/Commenting** – 64 integrations, 12 million annual entries

### RESPONSIBILITIES INCLUDE:

- **Strategic Leadership** – Member of Yahoo!'s social strategy team. Internal and external evangelist. Comfortable presenting to our C-level and to external partners. Sample: <http://bit.ly/RiseOfSocialReferrals>
- **Management** – I have successfully pitched, secured funding for, and helped steer several Yahoo!-wide projects involving up to 20 separate organizations and hundreds of individual participants.

**Yahoo!, Inc. (April 2002 – Present)****Title: Senior Product Manager**

I was responsible for merchandising Yahoo!'s co-branded internet access offerings with AT&T, Verizon, BT, and Rogers Cable. My responsibilities included design and development of marketing materials, and our user-facing purchase flows. I was also responsible for our self-service account management interfaces.

**KEY ACCOMPLISHMENTS:**

- Online Ordering Platform – Through extensive usability, concurrent A/B testing, and process optimization, led the development of an online ordering platform that has helped increase SBC Yahoo! DSL order conversion from 3% to greater than 30% on a \$240 per year product. This ordering platform now accounts for more than 9 million in annual revenue.
- Account Management – Responsible for developing and maintaining account management implementations for SBC, Verizon, BT, Rogers and Yahoo! Plus. The *Member Center* integrates core account management functionality (e.g. change password), member education material (e.g. help content), and profile-based engagement/cross-promotional efforts (e.g. “full mailbox, upgrade now” messaging).
- Awards – Recipient of the “C&CS Survivor Award” in 2003 and the “Purple Cow” award for Marketing support in 2004.

**RESPONSIBILITIES INCLUDE:**

- Product Ownership – Responsible for long term roadmap and day to day operations of Account Management and Ordering platforms.
- Cross Functional Team Management – Responsible for all phases of product development with a broad range of cross functional teams: Business Development, Marketing, User Research, Interaction & Visual Design, Web Developers, Engineers (local & overseas), QA (local & overseas), Operations, Customer Care, & Legal.
- Project Management – Ownership of schedule and final product. This includes responsibility for tradeoffs in resources, time, and functionality.
- Partner Management – Meet regularly with distribution partners to solicit feedback and requirements, and to socialize product development plans.
- Operational Duties – Serve as final point of escalation for all operational and reporting issues related to Online Ordering and Account Management. Role is equal parts; troubleshooting, prioritization, reporting, internal and partner management.

**Merado Software, Inc. (December 2000 – April 2002)****Title: Founder**

Merado Software was a network management solutions provider catering products and services to the ISP industry.

**KEY ACCOMPLISHMENTS:**

- Incorporation - Founded Merado in January of 2001.
- Developed the Dialup Management System – Led strategic and developmental efforts to analyze, scope, build, license, install and service our network management software.
- IP Acquisition – Oversaw the sale of Merado's technology to EarthLink in 2002.

**RESPONSIBILITIES INCLUDED:**

- Recruiting – Recruited CTO, V.P. of Engineering, and two Senior Developers from 1stUp.com to form Merado's founding team.
- IP Acquisition – Led negotiations of a warrant and cash based deal to secure technology and patents from CMGi, 1stUp.com's parent company.
- Business Development – Led negotiations of a multi-year, mid six-figure, licensing deal with PeoplePC/EarthLink.
- Product Management – Managed product lifecycle of Merado's “Dialup Management System”. Duties included; business case, requirements collection, specification, development, launch, integration, and ongoing service of installed software.

**1stUp.com / CMGi (Aug 1999 – December 2000)****Title: Director Broadband Development**

A CMGi company, 1stUp was a leading free ISP with over 5.5 million users worldwide. Partners included Alta Vista, Excite@Home, Lycos, Fox Media, and others.

**KEY ACCOMPLISHMENTS:**

- Co-Brand Architecture – Wrote technical specification, and managed development of 1stUp’s patented co-brand architecture. This “repeatable” Database and Web-based application system served as the technical foundation for all of 1stUp’s Internet access products.
- Registration and Customer Care Center – Led cross-functional group of Marketing, Design, and Engineering Team members to assess, develop, and launch comprehensive Customer Care Center. Users were directed to the CCC to register for 1stUp’s services and to manage their accounts.
- Ad 1.0 Systems - Worked with partners and vendors to design and implement 1stUp’s first demographic and behavioral based ad targeting and delivery technology. This product targeted advertising to user surfing patterns, search requests, and demographic profile information, leading to faster sales cycles and increased revenue.
- Broadband Launch – Spearheaded efforts for a 5 market DSL trial launch, including client/server modifications to 1stUp’s existing architecture, a new XML API based order center, and integration with 1stUp’s billing infrastructure.

**RESPONSIBILITIES INCLUDED:**

- Market Analysis – Worked with the Executive Team to craft a financially profitable plan to enter the high-speed Internet access market using a partner based distribution model.
- Product Management – Led product planning and placement efforts. Managed Engineering and Project Management Teams in functional and technical planning, development, and launch. Worked with Sales, Business Development, and Marketing to produce collateral and promotional campaigns.
- Team Management – Hired and managed a staff of 4 that were responsible for Operations, Customer Care, and Engineering.

**E\*TRADE Securities, Inc. (Jun. 1997 – Aug. 1999)**

**Title: Product Specialist**

**KEY ACCOMPLISHMENTS:**

- Online Account Activation – Wrote business case and high-level specification for web-based account activation technology that served as the foundation for E\*TRADE’s current online application.
- Application Error Resolution Tools – Wrote procedures and developed tools used by Customer Service to pursue the resolution of incomplete account applications that led to a 500% increase in departmental productivity.
- EBSG Integration – Participated in efforts to integrate OptionsLink and ShareData trading and fulfillment platforms. This effort established E\*TRADE’s Business Solutions Group. EBSG enables companies such as AOL, Boeing, Intel, and Yahoo! to manage stock options and ESPP compensation plans via the Internet.
- EBSG Partner Management – Served as the primary point of contact for partner questions and escalations.

**Education:**

Willamette University  
BA – English & Spanish Literature

Salem, OR

**Other:**

Interests: fly fishing, motorcycles, travel, and cooking

Patent Submission:

- ID08-4522 – Subject-based Vitality