

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.

Yahoo!, Inc. (April 2002 – Present)

Title: Director Product Management

- Managed teams responsible for user generated content and social platforms.
- Expert in user generated content, community, social systems, and related use patterns.
- Member of Yahoo!'s social strategy team. Success presenting to C-level and to external partners.
- Pitched, secured funding for, and managed several projects involving hundreds of individuals.
- Conceived and managed a life-streaming platform that generates >1 billion referrals / year.
- Led re-design of order flow that improved conversion from 3% to 30% on a \$240 per year product. Resulted in 9 million in sales.
- Comfortable leading cross-functional teams in waterfall and various forms of agile development.

Merado Software, Inc. (December 2000 – April 2002)

Title: Founder

- Founded Merado in January of 2001.
- Recruited CTO, V.P. of Engineering, and two Senior Developers.
- Led negotiations to secure relevant technology and patents from CMGi.
- Led efforts to analyze, scope, build, license, install and service our network management software.
- Oversaw the sale of Merado's technology to EarthLink in 2002.

1stUp.com / CMGi (Aug 1999 – December 2000)

Title: Director Broadband Development

- Wrote technical specification, and managed development of 1stUp's patented *co-brand architecture* which powered partner integrations with Lycos, Excite@Home, AltaVista, etc.
- Led cross-functional group to assess, develop, and launch comprehensive Customer Care Center.
- Implemented 1stUp's first demographic and behavioral ad targeting and delivery technology.
- Worked to craft a profitable 5 market DSL trial launch – 1stUp's first paid service.
- Hired and managed for Operations, Customer Care, and Engineering.

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

Title: Product Specialist

- Wrote business case and high-level specification for web-based account activation process.
- Developed tools for Customer Service that led to a 500% increase in departmental productivity.
- Helped integrate acquired OptionsLink and ShareData trading and fulfillment platforms.
- 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