

Jason Slaughter

Citizenship: Canadian
Email: jason@slaughter.com

UK Mobile: +44 7825 065833
Skype: jasonslaughter

Objective

Use my extensive experience in technology marketing and product management to build, lead, and manage a successful product management team at a software company in Toronto.

Recent Work Experience

Director of Marketing and Product Management

DisplayLink, Cambridge, United Kingdom (September 2007 to Present (Still Employed))

- Executed a successful product plan and built a world-wide marketing team that has allowed DisplayLink to transition from small start-up company to the undisputed leader in USB graphics.
- Recruited, directly managed, and lead a marketing and product management team.
- Direct oversight of P&L and product requirements for a hardware and software product lines.
- Travelled regularly (25%) to meet with customers, contract manufacturers, and technology development partners in Taiwan, Japan, Korea, China, and the USA.
- Managed external marketing, PR, and tradeshow contractors and executed on marketing plans.
- Prepared and presented product and financial information to investors for company financing.
- Interfaced regularly with the executive team; primary decision maker at the product-line level.

Director of Marketing and Product Management

DisplayLink, Taipei, Taiwan (September 2010 to March 2011)

- Seven month overseas assignment in the DisplayLink Taiwan office in Taipei.
- Met regularly with customers in Taiwan, China, Japan, and Korea to discuss product roadmaps and partnership opportunities, and to improve DisplayLink penetration into top accounts.
- Closed business at high-volume accounts by providing expert product and market knowledge.
- Facilitated information transfer with remote teams to improve product knowledge, customer requirements gathering, and inter-office communication.
- Continued to remotely manage the Product Management and Marketing teams in Cambridge.

Senior Product Manager

DisplayLink, Cambridge, United Kingdom (September 2006 to September 2007)

- First Product Marketing employee hired; promoted to Director of Marketing in September 2007.
- Implemented first DisplayLink marketing structure, processes, roadmaps, and documentation.
- Worked closely with software development and QA teams in Cambridge and Poland.
- Developed an open source software strategy to increase DisplayLink market share in developing markets and to help make DisplayLink USB graphics technology a de facto standard.
- Travelled regularly (25%) to meet with customers and partners.

Work Experience

Software Product Manager – Multimedia

ATI Technologies (now AMD), Toronto, Canada (December 2004 to September 2006)

- Responsible for the product management and marketing of ATI multimedia software products, including TV, DVB-T/Freeview, MPEG-4/H.264 video, and Blu-Ray/HD-DVD related software.
- Travelled regularly (10%) to top customers in the USA, Japan, and Taiwan.
- Initiated, negotiated the contract, and managed the successful outsourcing of a multi-million dollar multimedia software application for Windows PCs.
- Spearheaded the creation of a European product testing program to improve product performance.
- Created and maintained marketing requirements documents (MRDs) and roadmaps.
- Worked closely with software development teams in Toronto and California.

Sales Engineer

Tucows.com, Toronto, Canada (January 2003 to December 2004)

- Travelled regularly to provide sales support and to maintain close relationship with the technical contacts at Tucows' highest revenue customers in the UK and New England (USA).
- Created product specifications and feature requests based on close collaboration with customers.
- Provided technical consulting for the integration of Tucows services into customer environments involving UNIX, Perl, PHP, Java, SQL, DNS, and other internet-related technology.
- Contributed to the open-source project OpenSRS-PHP.

Product Marketing Engineer

V3 Semiconductor/QuickLogic, Toronto, Canada (October 2000 to October 2001)

- Interpreted highly technical information and extracted competitive features for use in sales and marketing collateral.
- Created presentation material and delivered sales training and product presentations.
- Contributed to software and hardware marketing requirements documents.
- Developed a Linux software support strategy for reference designs.

University Co-Op (Internship) Work Experience

Product Marketing Intern

Actel Corp., Sunnyvale, California (Summer 99)

- Assisted the marketing team with competitive analysis, sales training, and sales support.

Product Engineering Intern

Actel Corp., Sunnyvale, California (Spring 98 & Fall 98)

- Worked directly with customers to solve a wide range of design and implementation issues.

Engineering Assistant

Delphax Systems (a Xerox Company), Mississauga, Ontario (Summer 1997)

- Assisted in the design of a fibre-optic interface card from a workstation to a high-speed printer.

Quality Assurance/Web Index Technical Support

Open Text, Waterloo, Ontario (Fall 1996)

- Prepared test reports, developed test scripts, and provided technical support for beta testers.

Network Administrator

Department of National Defence, Ottawa, Ontario (Spring 1996)

- Designed and maintained the CALS group website at cals.debbs.ndhq.dnd.ca.

Educational Background

BASc, Electrical Engineering, University of Waterloo (Canada) (1995 to 2000)

Communication Skills

- Extremely strong communication skills in English, both verbal and written.
- Extensive experience in giving presentations to executive-level staff at customers, executive-level internally, investor-level for company financing, and large groups for PR purposes.
- Leadership skills and experience managing a worldwide team across multiple time zones.
- Product management experience through complete product life-cycle, including requirements gathering, design, development, verification, product launch, maintenance, and end-of-life.
- Extensive experience making difficult product decisions based on customer requirements, resource constraints, and a solid understanding of the market.
- Formally press trained with extensive experience giving audio and video interviews.

Technical Background

- Proven ability to earn the trust and respect of senior technical colleagues.
- Very computer-literate with extensive computer experience on a wide range of platforms including UNIX, Mac OS X, and all flavours of Windows; Linux user for over fifteen years.
- Internet application development and system administration experience using Apache, PHP, Perl, Java/J2EE, MySQL, HTML, CSS, and XML; Internet user for over twenty years.
- Excellent understanding of multimedia technologies including MPEG video, H.264, Blu-Ray, digital rights management, and content protection (AACs, HDCP).
- Experience managing software products on mobile platforms: iOS and Android.
- Good understanding of major social media platforms and Internet marketing methods.
- Experience tracking marketing campaigns using Salesforce.com and Google Analytics.

Hobbies

- Travel: avid world traveller; visited over 50 countries.
- Languages: studying Mandarin Chinese (漢語) at an intermediate level.
- Learning: regular reader of science-related topics (physics, cosmology, environmental).
- Active: skiing, hiking, and cycling.
- Geek: Linux and open source enthusiast; system administrator of own Linux dedicated server.

for additional information please visit jasonslaughter.com