

MICHAEL STRUTTON

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EXECUTIVE SUMMARY

Experienced product management director with a passion for innovation. Known by colleagues as the "idea" guy. Skilled in leading large cross-functional teams of engineers and business people to develop and continually improve cutting edge applications and services. Possesses significant technical knowledge rivaling many developers while able to see the big picture and make sound strategic decisions. Over 12 years of product management experience with web, client software and VoIP technologies. Directed products that reached millions of consumers, generating both direct and indirect revenue. Highlights include TotalAccess membership software, Pop-Up Blocker, ScamBlocker, and Spyware Blocker. Experienced with startup, rapid growth, IPO, merger, and intense competition.

AREAS OF EXPERTISE

- Product Management
- Strategic Visioning
- Consumer Insights
- Technology Insights
- Web And Client Development
- Product Research
- Human Factors
- Contracts And Legal
- Leadership
- Hiring
- Media Relations
- Project Life Cycle (Waterfall And Agile)

PROFESSIONAL EXPERIENCE

SKRIBIT, INC.

2007 – Present

A company that aids in building community involvement for bloggers through a user-generated content suggestion application.

Co-Founder and Part-Time Entrepreneur

EARTHLINK, INC.

1995 – 2007

Formerly Mindspring, Internet and Voice Service Provider with 5+ million customers and 1+ billion in annual revenue.

Director, Software Product Management

2002 – 2007

- Led a team of 16 product and project managers, responsible for Montage, Email client, Total Access, Spyware Blocker, Pop-Up Blocker, ScamBlocker, Parental Controls, and Protection Control Center.
- Created an innovative new product, Montage, that simplified voicemail management over the internet. Built team to bring product to market.
- Implemented first national Pop-Up Blocker that changed the online advertising industry.
- Led the team that invented technology to help consumers recognize fraudulent web sites.
- Partnered with anti-spyware company to private label and distribute product for consumers.
- Instrumental in the evaluation and recommendation for the acquisition of a software security firm to fill the gap in the protection product line.

Director, Portal Product Management

2000 – 2002

- Led a team of 8 production and product managers, to place content and grow partner, advertising and search revenues.

EARTHLINK, INC. (Continued)

- Spearheaded business case and product planning to implement partnership with Google and negotiated deal that beat target cost by 160%, resulted in search revenue increase of 311%, and increased customer adoption by 150%.
- During merger, active participant in transition and integration team, and successfully integrated products, services, personnel and procedures.

Director, Content and Commerce Strategy 1999 – 2000

Led a team of 4 product managers to acquire content for our member's personal start page.

Director, Product Development, Subscriber Services 1997 – 1999

Introduced consumer products including webmail, spamBlocker, and a personal start page.

Group Manager, Business Services 1995 – 1997

Led a startup group to build business web hosting, collocation and access services.

EDUCATION

Computer Science, Kennesaw State University, Kennesaw, GA

ADDITIONAL INFORMATION

Board of Managers, Skribit, Inc.

Youth Baseball Coach, 2nd place in State of GA AABC Division II, 2007 Season