Harold A. Fagley   Vita

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SUMMARY

Twenty years of building effective development organizations creating over ten product lines with consistently robust releases in aggressive time frames. Drove development across multiple US and international locations.

Drove related product business development and several solution businesses. Each business averaged over $20M a year with one business attaining $75M a year.

Successfully developed strategic relationships and negotiated mutually beneficial agreements with partners, suppliers, contractors and customers.

EXPERIENCE

MACROMEDIA INCORPORATED   San Francisco, California   **2000–2002**
Senior Director, Engineering   Minneapolis, Minnesota

- Built a multi-location development organization and launched solutions development business focused on web server companies resulting in the most downloaded and highest rated extensions to the Dreamweaver product.

- Focused market analysis of new web workgroup product, Sitespring, driving the development of two releases in six months to meet significant changes in market requirements.

IMATION CORP. Oakdale, Minnesota   **1996–2000**
Director, Color and Proofing Technologies

- Led organization from delivering single software tool supporting hardware product, to producing six profitable software product lines on multiple platforms. Each product business delivered between $15M and $30M annually.

- Created fifty plus person international development organization which delivered on aggressive schedules with robust products exceeding specification.

- Drove product management teams and business strategy as part of $200M business including software, hardware and media products.

- Created solutions development organization targeted at data asset management and the prepress workflow based on our core technologies and expertise. Successfully, engaged six major installations in first year along with cutting internal costs dramatically.

- Built new business and development relationships nationally and internationally driving products into several new growth market segments and generating several profitable OEM and partner agreements.

- Drove patent strategy around core technology development which still dominates the digital color marketplace.

- Developed unique incentives creating very dedicated team, allowing us to hire and retain key people during times of extreme transitions.

3M   St. Paul, Minnesota   **1992– 1996**
Engineering Manager & Product Manager, Proofing Products

- Led all international digital proofing software engineering efforts developing new strategic shrink wrap software direction on multiple platforms.

- Drove new component architecture to development based on patented color technologies.

- After losing key marketing staff, drove all product management for Rainbow Business overseeing 20% increase in operating income by refocusing value proposition on our differentiated digital color science delivered in shrink wrap model.

- Reorganized resources from several different organizations to create focused effort providing efficient delivery of robust color accurate products.

- Created budgets for programs, recruited employees and managed teams through all phases of product development increasing quantity and quality of releases while lowering cost.

- Drove cross division communication increasing technology transfer and noticeably improving productivity, consistency and reliability.

MULTIMEDIA CONSULTING GROUP   Minneapolis, Minnesota   **1991–1997**
Owner

- Developed start-up business with large sub-contractor organization creating advanced multimedia design and development targeted toward advertising agencies and multimedia development companies.

- Developed strong customer loyalty with every customer requesting repeat services.

MACROMEDIA INCORPORATED   Minneapolis, Minnesota   **1989–1992**
Manager, Software Development & Product Marketing

- Created and drove all aspects of delivery of product creating new product market. Product generated over $10M in first year of release.

- Developed new solution business around new product delivery, driving seventy five percent increase in product sales and generating $15M in solution revenues in less than one year.

- Led four product releases of Macromedia's flagship product significantly increasing it's capabilities, robustness and operating income by over thirty percent.

- Drove customer relationships including negotiating major customer and OEM contracts.

INTRAN CORPORATION Minneapolis, Minnesota   **1986–1989**
Team Leader / Manager, Software Engineering
Led organization creating forms design and composition systems. Produced several major releases of FormBuilder increasing revenues by 50% in two years. Created new approach for development creating processes, standards and code libraries adopted corporate wide.

SAVE THE CHILDREN Westport, Connecticut   **1984–1986**
Volunteer Ambassador
Assessed needs and computerized regional offices throughout Africa and the Middle East.
Included software development of a multilingual word processor.

CAMAX SYSTEMS INCORPORATED Minneapolis, Minnesota   **1982–1984**
Systems Programmer
Architected and developed new software imaging system.

ST. OLAF COLLEGE Northfield, Minnesota   **1979–1982**
Systems Programmer
Developed communications and file sharing interfaces between desktop workstations and the
college mainframe. Created a suite of academic publishing tools.

CONSULTANT Minneapolis, Minnesota   **1977–1984**
Business Programming
Developed a variety of personalized business and insurance programs for clients. Largest
clients included representatives of SuperValue Insurance Division, Merril Lynch, Litton
Business Machines and Dayton's (now Marshal Fields).

VOLUNTEERISM

Save the Children Minneapolis, Minnesota
Worked on the development and fundraising projects for the Twin Cities office. Computerized
regional offices in Africa and the Middle East.

Contact Counseling Minneapolis, Minnesota
Worked as a telephone crisis counselor and a trainer of crisis telephone counselors.

Boy Scouts of America Minneapolis, Minnesota
Eagle Scout who developed several service projects and worked with troops in the Twin Cities.

EDUCATION

Saint Olaf College - B.A. Mathematics

Additional courses in:

Leadership	Media Communication	Change Management	Architectures
Mentorship	Business Communication	Transition Management	QA Processes
Business Development	Solution Business Strategy	Object Oriented Design	ISO Process