

*Clifford R. Kettemborough, Ph.D., D.B.A*

- Extensive (close to 30 years) experiences with all kind of **Database, Data Warehousing and BI technologies and Tools and various Reporting** capabilities.
- Strong experience with **Data Mining, Data Analytics, Web search engines.**
- Very good understanding about the power of the **Web, social networks/media and mobile computing (UI/UX) in today's promotion/marketing/advertising of products and services.**
- Comprehensive, expert level in **project, program, product, and group/dept. management and leadership with high level of budget responsibility.**
- Experienced in **every single phase of the product life-cycle: introduction, growth, maturity, and decline and the product management: development and marketing, including distribution/marketing channels.**
- Excellent capabilities of **working with a variety of businesses, end users, vendors, senior/executive management, and stakeholders.**
- **MBA and PHD in Bus Adm & Mngt, plus professional certifications with extensive teaching experiences of all topics, including accounting, finance, marketing, strategy, operations, etc.**
- Expert level in **numbers crunching (BS and MS in Mathematics), performing all kind of modeling (data and process), trend analysis, statistics, etc., as related to product management.**
- Very good skills in **Market Research with the goals to better understand and define customer needs as well as the competitive landscape for a given product segment.**
- Superior **strategic management skills, able to design product roadmaps, conduct Cost Benefit Analysis, Feasibility Studies, business cases, benchmarking and presenting the findings in a dashboard format.**
- Extensive teaching, corporate training, and conference speaker experiences, with **superior communication, diplomacy, political maturity and organizational development skills.**
- Excellent understanding of **all aspects of the enterprise: IT, Marketing, QA, Accounting, Finance, HR, Payroll/Benefits, Corporate Communications.**
- Formal education, training and teaching experience in **Economics (micro and macro), thus well equipped to related the economics cycles and factors to product life-cycle and management.**
- Outstanding **R&D capabilities with a proven record of turning those findings in a new products or implementing the technology into business and products.**
- A documented reputation for **getting things (projects) done (master's in PM and PMP), within budget, schedule, scope and quality level of expectation and reaching high levels of customer/stakeholders/senior management satisfaction.**
- A **natural leader with comprehensive skills in negotiations, communications, facilitation, motivation and other people skills (holding an MA in Leadership and with extensive teaching experience of the subject).**
- Expert level in **Agile/Scrum methodology (CSM, CSP, CST).**
- A highly **disciplined, process oriented, a champion of new ideas, an agent of change, promoter of Best Practices and Centers of Excellence.**
- 4 year of **entertainment industry experience with a leader, Walt Disney.**
- Very good/quick at **learning and using a variety of software tools.**
- A **hard worker (not a typical 9 – 5), quick learner, dedicated and company loyal professional, a true asset to any organization.**
- A **comprehensive background: education, training, professional certifications, awards and accolades, within a variety of business segments with large, reputable, brand name companies.**