

ROGER B.A. KLORESE

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Staffing/Hiring Manager
Ford Motor Company

Attn: Staffing/Hiring Manager

I am writing to submit my interest and qualifications for the position of Sr Product Strategist. I believe I can bring rich product, content development, communications, and technical skills to your efforts.

Here are some of my key accomplishments:

- VMware: I defined, fostered the pre-launch development, launched, and iterated the community-supported open-source version of the Kubernetes-based cloud native application development and delivery platform, VMware Tanzu Community Edition, and defined multiple releases of the Project Harbor registry including a focus on the edge; in my previous stint, as the launching product manager for ESX, the enterprise hypervisor, I defined and launched the server virtualization strategy, and built the technical side of alliance relationships with IBM and Compaq (now Lenovo and HP)
- VERITAS: Redirected core storage technologies from OEM to B2B with focus on scalability and usability; launched SAN/NAS product efforts and delivered MVP products; updated Storage Administrator for meaningful and actionable observability
- WatchGuard: I built out the managed security service provider (MSSP) product offering and distributed enterprise positioning and messaging to complement the SMB motion; worked with engineering leadership to improve release predictability; refreshed product lines; launched cloud management and secure Wi-Fi offerings, and delivered virtual firewalls for VMware, AWS, and Azure; managed integration with ConnectWise and SIEM partner offerings

- XenSource/Citrix: I again served as the launching product manager for an enterprise hypervisor when I defined requirements for the XenServer product line and XenCenter user interface. I also built XenSource web presence and integrated XenServer content into the unified Citrix web platform and online store; defined and evangelized the “freemium” XenServer virtualization solution that raised IDC market share fourfold; and launched Cloud Solutions in Networking group

This should give you a good idea of my work in positioning, amplifying, and evangelizing key technologies. I am an accredited Agile SCRUM Product owner and SCRUM Master.

I thrive in quick-paced organizations and can help in dealing with larger customers and partners as well, having served Veritas from 38 to 2,600 people, and guided XenServer product marketing from our group of about 80 into our integration with the then-6,000-person Citrix.

I am currently an individual contributor and enjoy working and owning product processes as a hands-on individual. I have also managed teams of up to eight and managed a team of three who in turn managed a total of eight product managers, designers, and product and technical marketers.

More important than all that, however, is my passion for the EV in general and Model e in particular. The world, the environment, and the American economy need Model e as much as the world initially benefited from the Model T – in the case of the environment, the need is more urgent. My family's older car is a hybrid, and the newer one, an EV. I would like to trade the hybrid for my current dream car, the Mustang Mach-e. The next dream car? The Model e I hope we will build together.

I look forward to hearing from you about next steps.

Best,

Roger B.A. Klorese