

Jason Slaughter

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Profile & Objective

I am an experienced technology marketing and product management professional with extensive experience working internationally with customers in the US and Far East.

I want to apply this experience in technology marketing and product management to a role at a software company in Belgium.

Recent Work Experience

Director of Marketing and Product Management

DisplayLink, Cambridge, United Kingdom (September 2007 to February 2012)

- Contributed directly to DisplayLink 5-year revenue growth of over 9000% winning the [Deloitte Technology Fast 500](#) for the fastest growing hardware company in EMEA, and second-fastest growing technology company in the UK.
- Executed a successful product plan and built and directly managed a world-wide product management and marketing team that have allowed DisplayLink to become the undisputed leader in USB graphics with customers including HP, Toshiba, Lenovo, Acer, Samsung, and LG.
- 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.
- Gained the respect of senior technical colleagues and executives and acted as the catalyst to successful cooperation between Sales, Marketing, and Engineering.

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.
- Translated customer requests into product requirements and worked very closely with software development teams in Cambridge and Poland to ensure high customer satisfaction.
- 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.
- 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.
- Excellent understanding of 3D graphics technologies on Windows and Linux platforms including DirectX and OpenGL, and the use of 3D graphics hardware for highly parallel computing.
- Excellent understanding of multimedia technologies including MPEG video, H.264, Blu-Ray, digital rights management, and content protection (AACs, HDCP).
- Internet application development and system administration experience using Apache, PHP, Perl, Java/J2EE, MySQL, HTML, CSS, and XML; Internet user for over twenty years.
- 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.

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