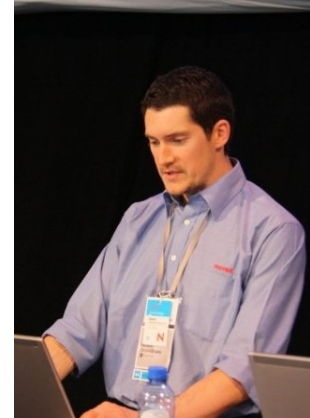


Jo De Baer



Contact Details

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Career Summary

ICT product management and product representation are my core professional activities. They suit me well - I like working in an environment where you're required to push yourself both technically and commercially - and where enthusiasm and pro-activity are rewarded. I really enjoy direct interfacing with partners and customers to find out how they are using our products, preferably on-site even. There really is no better way to learn where the products are lacking in functionality. Although I work well on my own, I'm a team player, and I appreciate the various interactions that product management brings: working with marketing on adequate revenue estimates, with finance to overcome budgeting challenges, and with R&D to make sure the product is built according to market and customer needs. I do a lot of traveling and speaking in public (French, English, Dutch).

Career History

Product Manager at Novell

March 2008 - Present (2 year 3 months)

For the products PlateSpin Orchestrate and Cloud Manager from Novell, I perform the following tasks:

- Working with key customers at a global level to gather product requirements, test prototypes, and lead early product adoptions to success.
- Helping to make sure the products are built according to best practices in product management, so that all milestones are met on time, without exceeding the allocated budgets, in correspondence with customer and market needs.
- Assisting corporate marketing to create and maintain the global market requirement plans, the product business plans, and the pricing strategy.
- Working with inbound product management to create and maintain the budget and finance plans, and to help fill the product backlog.
- Understanding the market trends and analyzing the competitive landscapes to correctly assess present and future opportunities and risks.
- Deliver product training to Novell staff, Novell partners and key customers, at a global level.
- Evangelising the product vision and strategy, and conveying the value proposition at public industry events, during press interviews, and in one-on-one meetings with analysts.
- Working with the documentation and training writers to ensure high quality of the related material.

Technology specialist Linux and Open Source at Novell

November 2004 - February 2008 (3 years 4 months)

As a pre-sales technical specialist I assisted the sales process from a technical perspective, in order to close pending deals. I did this for the Belgian market and the greater EMEA region. By leading proof of concept implementations, I gained extensive knowledge in design, administration and migration of mission-critical IT systems and networks. I became an expert in installing, administering, securing and troubleshooting Linux-based operating systems.

Technical trainer at Sun Microsystems

July 2001 - October 2004 (3 years 4 months)

I trained Sun customers and partners in Java, Unix and TCP/IP networking, in Belgium as well as abroad. During this period I obtained these industry certificates:

- Sun Certified Programmer
- Sun Certified System Administrator
- Sun Certified Network Administrator
- Sun Certified Engineer for Directory Services
- Sun Certified Web Component Developer
- Red Hat Certified Engineer

Analyst/Programmer at Logica

July 1998 - June 2001 (3 years)

Admiral (which was later consumed by CMG, which later merged with Logica) dispatched me to KBC bank where I mainly worked on core mainframe banking applications.

Editor at GVA

September 1997 - June 1998 (10 months)

Post university editorial work for a national newspaper.

Education

Groep T - Leuven Hogeschool
Bachelor cum laude, **Computer Science**, 2001 – 2004

Universiteit Gent
Master cum laude, **Forensic Science**, 1995 – 1997

Universiteit Antwerpen
Bachelor, **Law**, 1992 – 1995

Sint-Jozef-Klein-Seminarie
High School, Latin & **Mathematics**, 1986 - 1992

References

References from people within the Novell product group can be obtained on request.