

**LUKE ACE WATSON**

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CAREER OBJECTIVES

To further develop my track record in Product Management and involvement in Marketing & Business Development. To create products that solve real world problems through the intelligent use of technology.

EXPERIENCE**BLUEPULSE (2004-PRESENT)**

Bluepulse is the World's largest mobile social messenger. The Bluepulse messenger delivers over 150 million messages per month to users in 198 countries. Bluepulse is releasing additional products in 2009.

PRODUCT MANAGER, SILICON VALLEY, CA

Responsibilities were to work with the CEO to define the product strategy and roadmap, maintain lightweight, iterative PRD's, to form strategic partnerships with 3rd parties, to understand our competition and our positioning relative to theirs, and run beta programs of our products.

- Took an ambitious high level product vision & turned it into product requirements for 7 separate components.
- Led multiple cross-functional teams to complete each product. These included iPhone & Android applications, 2 API's, a J2SE application and a complex hardware/software server solution. This was successfully delivered within 3 months.
- Established a deal with a call center in Malaysia. This included forming the agreement, overseeing the development of their software tools, the hiring & training of 16 agents, and having it all operational on time for launch.
- Managing 2 Analytics Specialists who generate all the data used by the Executive, Product, Marketing, Support and Engineering teams used to drive key business initiatives.

MARKETING MANAGER, SYDNEY, AUSTRALIA

Responsibilities were to promote & evangelize Bluepulse amongst both online & offline media, run advertising campaigns, organize events & parties, manage the relationship with our PR agency and making sure it could all be tracked through quality analytics.

- Formulated and executed a multi-stage marketing strategy to coincide with the launch of the Bluepulse social messenger. This involved PR activities, mobile advertising campaigns, sourcing merchandise and organizing the Bluehour, an industry & friends-of-Bluepulse party for about 200 people. The messenger received considerable on-going positive media attention, and users in the millions!
- Developed several highly optimized, mobile performance advertising campaigns. I achieved a sustainable eCPA in the \$0.35 range, almost unheard of.
- Using analytics, identified a mobile ad phenomenon "click drop". Resulted in a \$30,000 refund.
- Negotiated a global SMS deal, projected to save close to \$1M over the term of the agreement.
- Over 100 blog posts for Bluepulse covering product evangelism, notices/announcements, industry observations and more. Available at <http://bluepulseblog.blogspot.com>
- In conjunction with SonyBMG, ran a campaign to promote Avril Lavigne on Bluepulse in which she connected with over 10,000 fans on the first day.

FREELANCE DEVELOPER (2003-2004), SYDNEY, AUSTRALIA

I supported myself through University as a freelance web developer. Projects ranged from cruise liners to insurance companies. Apart from exposure to a diverse set of languages/setups, this is where I was able to learn my first Business Development and negotiating skills.

CHARLIE ROFF STUDIOS, PRODUCT MANAGER / DEVELOPER (2003), LONDON, ENGLAND

Charlie Roff is a highly regarded UK photographer, known in particular for his large format platinum photo prints. Over the course of several months I worked with Charlie in his London studio exploring how to capture both the personal nature and massive size of his works, and communicate it to viewers of his website.

FFORESITE (2000-2002)

Fforesite is amongst the most established and long standing web firms in Australia and maintains a list of international, household name brands including Disney, AMP and a long list of movie titles distributed by Buena Vista.

SENIOR WEB APPLICATION DEVELOPER, SYDNEY, AUSTRALIA

A member of a 20 person team, I worked as a developer on several large scale projects. Apart from coding, responsibilities often crossed over into being the technical representative in project management and client service matters.

- Building AMP's customized email newsletter system, used to send millions of fully customized emails from a single machine within a few hours.
- Building the consumer facing and content managements system for Millers retail, representing 4 retail chains with hundreds of shop fronts across Australia and New Zealand.
- Building the Australia Paralympic Committee website, representing the many hundreds of athletes, built under incredible time constraints.

BLUESKYFROG (2000)

Founded in 1999, BlueSkyFrog was Australia's first entrant into premium mobile content. Acquired by Legion Interactive in 2003, BlueSkyFrog continues to be one of Australia's premiere mobile digital-good providers.

SOFTWARE ENGINEER, PERTH, AUSTRALIA

As my first job out of college, my role at BlueSkyFrog was as a graduate level engineer. My involvement was during the start-up phase and I crossed between building website components and start alone applications.

- Building a stand-alone application to batch transcode images from Nokia's proprietary NOL format to into a format compatible on most phones.
- Needing to skill up quickly in a new language (Cold Fusion) when the website hit scalability issues, then rapidly rebuild the entire site.

OTHER POSITIONS

- Ski & Snowboard Instructor, Schischule Eichenhoff, St Johann in Tirol, Austria - 2000
- Bartender, Chelsea Arts Club, London, England - 2003

EDUCATION

PROFESSIONAL

The University of Sydney, Australia — Bachelor of Computing Science & Technology, 2003-2006
(Deferred due to relocating Bluepulse to San Francisco)

Interim Technology, Sydney, Australia — Diploma of Business Programming, 1999

PERSONAL PURSUITS

Universita Per Stranieri, Perugia, Italy — Level 1 Italian, 2002

Schilehrer Anwarter Prufung, Ellmau, Austria — Level 1 Ski/Snowboard Instructor, 2000

OTHER INTERESTS

Snowboarding - Started in 1993, competed at National level (#2 rank), taught skiing/snowboarding in Austria.

Climbing/Mountaineering - Last summit was a Hotlum route of Mt Shasta (2008), with the goal of the 7 summits.

Martial Arts - Based in Classical Shotokan, I've studied a variety of forms since 1985.

SCUBA - Hold a PADI open-water license, I've cave dived in Croatia & with sharks on the Australian Barrier reef.

Flying - I hold an Australia student license with 15 hours flight time. More to come as life allows!

Biking - My newest pastime, I do regular rides up to Sausalito & Tiburon, hoping to do Aids LifeCycle one day.

PARTICULARS

Status: Australian citizen, Irish (EU) Citizen, United States E3 Visa.