

Software and product manager with an extensive technical background and over 10 years of Internet industry experience. Demonstrated expertise in strategic planning, requirements management, and project management. Experienced in the creation and management of complex Web applications.

**Adam Kalsey**  
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### **Experience Summary**

- Managed product development and business development for small-screen ad network.
- Founded real-time alerting network over instant messaging networks. Acquired March 2007.
- Started a local networking and support organization for entrepreneurs, investors, and technologists.
- Helped startups and other software companies with product and technology strategy.
- Founded and created the technology for the world's largest ad server for blogs and feeds. Led company to VC funding.
- As a product manager, turned around struggling software products in the real estate and ecommerce markets.
- Designed and implemented a wide variety of web software products, ecommerce business processes, and online marketing campaigns.

### **Farros Capital | VP, Products**

**Oct 2006 - Sept 2007**

Worked with angel investment firm to improve products and companies' marketability.

- Implemented ad server capable of serving 900 million monthly impressions.
- Worked with national brand advertisers to bring their brands to small screens
- Designed user interfaces for complex systems.
- Led efforts to find an acquiror for a web startup.

### **Feed Crier (now IMified, LLC) | Founder**

**Aug 2006 - Mar 2007**

Feed Crier provides real-time alerting over instant messaging networks. Acquired by IMified March 2006.

- Grew subscriber base by over 10% per month on word-of-mouth marketing
- Created instant messaging bot server capable of holding conversations over Jabber/XMPP, AOL IM, and MSN IM.
- Designed and implemented distributed feed indexer for real-time indexing of thousands of RSS and Atom feeds.
- Negotiated agreements with instant messaging networks, including AOL's first ever network agreement for a public bot.
- Negotiated sale of company to IMified, LLC in March of 2007

### **SacStarts | Founder**

**Mar 2006 - Present**

Sacramento's leading startup and entrepreneur community.

- Built a community of startup founders, investors, and other members of the business community.
- Organized dinners and other events for local networking.
- Organized and facilitated BarCamp Sacramento, the area's first conference for startups and open technologies.

### **Consultant**

**Nov 2005 - Present**

Independent consultant specializing in product strategy.

- Defined product strategy and implementation plans for web software companies.
- Advised startups Tailrank, Ookles, Tubes Music and others on development, operations, and marketing strategies.

### **Pheedo | Founder & CTO**

**Aug 2004 - Sept 2005**

Pheedo creates software for managing and tracking advertising campaigns in blogs and RSS feeds. As CTO,

was responsible for all product development from engineering, to product management, to operations.

- Led company from inception, through Venture Capital funding, growth to 15 employees, and five major product releases
- Created first versions of feed advertising and management products using PHP, MySQL, and web services
- Set company's technology strategy, created product strategy, and managed software development
- Instrumental in negotiation of licensing deal with AD2, Japan's largest online advertising company
- Managed localization of product for Japanese markets
- Designed REST Web Services platform to enable platform development by external partners

**Kalsey Consulting Group | Principal Consultant**

**Dec 2001 – Aug 2005**

Founder and principal of consultancy. Provided web strategy, project management, and development for medium to large organizations.

- Developed Web sites for ecommerce, extranets, and intranets using ASP, PHP, SQL, Perl, and XML
- Provided online business strategy, Web and email marketing assistance, and project management to clients
- Created or contributed to open source projects including Zempt, OSCcommerce, a suite of Movable Type plugins, and Snoopy

*Clients included Hewlett-Packard, Beverages & More, California Lottery, Cal Worthington, and Alphagraphics*

**Realty Plus Online | Product Director**

**May 2001 – Nov 2001**

Application Service Provider for Real Estate agents and brokers. Managed product and project management and product marketing for agent product line.

- Reduced product defects by 90% and improved stability
- Saved a failing project by eliminating unnecessary requirements, focusing resources, and ending scope creep
- Responsible for the requirements, marketing, business partnerships, and product development for Real Estate software line
- Developed functional specifications and use cases, provided project management for software development, and worked with developers in defining technical architecture

**LiveMarket | Lead Strategist**

**Aug 2000 – Apr 2001**

Created product strategy for ecommerce software line, defined features, and consulted with clients.

- Designed workflow and integration points to connect to JD Edwards OneWorld through BizTalk Server
- Created implementation strategy for migration of 20 storefronts in 3 months

**Pandesic LLC | Business Process Engineer**

**May 2000 – Aug 2000**

Helped customers effectively integrate Pandesic's SAP-based ecommerce platform into their businesses.

- Provided strategic direction on emerging ecommerce trends
- Acted as internal product expert for the Pandesic commerce platform
- Analyzed and improved business processes for a variety of clients, working with all levels of the company to solve complex business problems

**Pandesic LLC | Web Services Technical Lead**

**Aug 1999 – May 2000**

Assisted third-party web developers with the creation of ecommerce web sites using the Pandesic software.

- Provided technical and project management expertise for third-party web developers, helping create complex ecommerce sites for over 20 businesses
- Provided expertise on the Pandesic platform and on general web disciplines including e-commerce strategies, information architecture, user experience, and site production
- Promoted to Business Process Engineer, May 2000

**The Marketing Store | Technical Director**

**1997 – 1999**

Created and managed technology department for boutique web design firm.

**Freelance Web Developer**

**1996 – 1997**