

# MIKE COMER, PRINCIPAL PRODUCT MANAGER

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## OVERVIEW:

Passionate Product Manager with 9 years' experience in principal and global product roles, including building and go-to-market of successful on-prem and SaaS products. Balancing my professional experience with 10 years' volunteering as an Emergency First Responder and Disaster Service Worker, and lifelong interest in software engineering as side-projects.

## CORE COMPETENCIES:

Product management  
Strategic thinking  
Data & business analysis  
Strong technical aptitude  
Public safety technology

## PROFESSIONAL EXPERIENCE:

### Principal Product Manager, Everbridge, Inc.

Remote (SF Bay Area)

Nov 2019 - Present

- Responsible for Public Safety Critical Event Management solutions and key products such as Nixle, Community Engagement, and integrations with FEMA IPAWS & Google Public Alerts (including PSPS)
- Effectively develop, communicate, and present the product vision, strategy, roadmap, and releases to customers, stakeholders, leadership (including C-level), and functional teams
- Define and prioritize product features, structure requirements, manage sprint execution, formulate release strategy, and facilitate cross-functional alignment between Customer(s), UX/Design, Engineering, Operations, and all key stakeholders
- Responsible for developing Go-To-Market strategy and plans, and overseeing execution against OKRs
- Perform business analysis and create business cases based on data and market analysis
- Serve as Technical Product Owner for up to 5 products & DevOps scrum teams at a time, maintaining customer focus in all things, ensuring on-time product delivery, and overseeing any major incidents
- Company-wide awards: Top Performer Award for 2021 (annual), All Star Award Q3 2020 (quarterly)

### Product/Solution Manager, Genentech, Inc. (Roche)

South San Francisco, CA.

May 2013 – Nov 2019

- Responsible for Enterprise Collaboration / Document Management Tools and associated compliance, including Microsoft SharePoint, Office 365, Google Drive, OpenText, custom in-house products
- Developed and executed solution vision and strategy for a large, multi-national organization with 140k employees at dozens of sites worldwide, generating 50k document files per business day, with multiple different technical, compliance, local regulatory, and retention requirement personas
- Functioned as Product Manager & Business Analyst for custom products via Waterfall and Agile
- Cross-functional Delivery Service Manager of 70-person globally dispersed engineering / operations / support organization sitting in 6 different countries; responsible for \$8MM budget overall
- Frequent extended international travel as a member of the Global Enterprise Collaboration team reporting to headquarters in Basel, Switzerland, with key stakeholders on all continents

### IT Support (Service Desk), Genentech, Inc. (Roche)

South San Francisco, CA.

May 2010 – May 2013

### Tier 2 Support, Ameritraining, Inc. (AT&T Headquarters)

San Ramon, CA.

Nov 2009 – May 2010

## IT CERTIFICATION:

SAFe 4 Agilist, Scaled Agile Framework  
Certified Business Analyst, (CCBA from IIBA)  
ITIL – Capability in Business Analysis and IT Service Management Foundations  
IT Support Certifications: Microsoft (MCSA, MCDST), Apple (ACSP), and CompTIA (A+)

## SKILLS:

Presentation & communication  
Stakeholder management  
Organization & attention to detail  
Agile / Scrum methodologies  
Epic and user story development  
Customer journey mapping

## SOFTWARE:

SQL, Superset,  
PowerBI, Excel  
Jira, Confluence,  
UX, roadmap & requirement tools, MS Office

## EDUCATION:

Business Management, A.A., University of Phoenix  
Business Management, Certificate, Chabot College

# RESUME OF MIKE COMER

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## VOLUNTEER CERTIFICATION / TRAINING:

FEMA Training:	Emergency Responder:
FEMA Communication Specialist (COMM-S)	FRO (First Responder Operations), & Awareness
FEMA NIMS ICS 100, 200, 700a, 800b	HMIT (Hazardous Materials Industry Technician)
Structural Collapse Awareness	Confined Space Awareness
Enhanced Ops in Contaminated Environment	FCC Amateur Radio License, KI6TZF
WMD / Terrorism Awareness for Responders	California Guard Card
Water Operations Awareness	EMT (Emergency Medical Technician) <i>(not current)</i>

## VOLUNTEER EXPERIENCE:

California Task Force 3 (FEMA US&R)	
Communications Team Manager	April 2015 - Present
<p>Disaster Service Worker and Communications Team Lead on California Task Force 3, part of FEMA's National Urban Search and Rescue Response System, and California OES (Office of Emergency Services), sponsored by a civilian agreement with Menlo Park Fire Department.</p> <ul style="list-style-type: none"> <li>Radio (P25), Repeaters, Satellite Internet / Sat Radio Push-to-Talk / Sat Phone, Base of Operations networking / printing / computing, GPS, ArcGIS, Survey 1-2-3</li> <li>Primary Client Engineer &amp; Mobile Device Management Architect</li> <li>Manage team of Comm specialists, the Comm/Tech purchasing, training, and team admin.</li> <li>Disaster Service Worker for major emergencies in the United States <ul style="list-style-type: none"> <li>Hurricane Deployments: Irma (Florida, 2017, Type 1), Lane (Hawaii, 2018, Type 3), and Dorian (North Carolina, 2019, Type 3)</li> <li>Fire Deployments: Camp Fire (Butte County, CA., 2018, Type 3)</li> <li>Assisted with: North Complex Fire (Butte County, CA., 2020), and other Hurricanes</li> <li>Major task force mobilization exercises – assist with planning and executing</li> </ul> </li> <li>Occasionally serve as Communication's "Evaluator" and/or "Controller" of other Task Force's mobilization exercises, on a per-diem basis for California Fire and Rescue Training Authority</li> </ul>	

Genentech, Emergency Services Team	
Technology & Communications Team Lead	August 2012 – November 2019
<ul style="list-style-type: none"> <li>Lead Business Systems Analyst and Technical SME for Emergency Services Systems <ul style="list-style-type: none"> <li>CAD (computer automated dispatch), Fire CAD, E911, and Dispatch technology <ul style="list-style-type: none"> <li>Analyst on Everbridge project to create "Genentech Notification System"</li> </ul> </li> <li>Networking: vehicle networking, business continuity, et cetera</li> </ul> </li> <li>Radio System Administrator / Principal Engineer <ul style="list-style-type: none"> <li>Large MotoTRBO system of 950+ subscriber units between linked sites</li> <li>Principle System Engineer: Motorola Codeplugs, Avtec screens, Network</li> </ul> </li> <li>Helped manage operations budget (\$1MM) and strict compliance with expenses</li> <li>Helped procure, setup, and maintain \$250k cache of technology and communications gear</li> <li>Developed a custom "Pager Tool" for sending instant notifications of emergencies <ul style="list-style-type: none"> <li>Full stack DevOps: idea, product, architecture, engineering, operations, support</li> <li>PHP on LAMP stack with API integrations to email &amp; SMS (Twilio, Clickatell)</li> </ul> </li> </ul>	
EMT/First Responder & Team Coordinator	August 2012 – January 2017
<ul style="list-style-type: none"> <li>As a highly respected emergency response team, this team is the first response to ~1300 emergency/911 calls per year; involving medical, hazardous materials, and fire emergencies</li> <li>Top participation/attendance out of all the volunteer responders (all years on the team)</li> <li>Awards: Lifetime Achievement Award, Responder of the Year Award (twice in five years)</li> </ul>	