

# W. Britton Watkins

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## Professional Experience

### Dragonfly Pacific

San Francisco, CA | jan 03 – present

#### Principal

[www.dragonflypacific.com](http://www.dragonflypacific.com)

Offer creative qualitative market and user research, product management and content consulting services for both short and long-term projects designed to inform business strategies and satisfy customers. Client base focus ranges from online/SaaS to packaged applications.

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### Intershop Communications

San Francisco, CA & Tokyo, Japan | apr 98 – oct 01

#### Managing Director, Japan Tokyo

jun 00 – oct 01

Established Intershop in Japan from writing the business plan to all subsequent legalities, incorporation, procurement of facilities, hiring, and the creation of business alliances and partnerships. Managed all aspects of day to day business including sales, marketing, operations, and customer support.

#### Director, Product Management San Francisco

apr 99 – jun 00

Reestablished product management group post-reorganization and grew staff to over 20 members in 5 functional areas. Managed all aspects of inter-group process, product strategy, team dynamics, and on-time product deliverables for two award-winning internet-related product lines; Intershop 4, and Intershop Infinity. Resulting products raised Intershop's brand recognition and shifted average deal size from the mid-5 to mid-to-high 6 figure range.

#### Product Manager San Francisco

apr 98 – apr 99

Managed the successful market delivery of Intershop 4 e-commerce product before assuming responsibility for the entire product management group. Responsibilities included the writing of product plans, marketing copy, white papers and representing the product at trade shows and similar events. Intershop 4 revenue supported the concurrent development and subsequent successful launch of industry-leading Intershop Infinity.

## Education

### University of South Carolina

Columbia, SC | aug 85 – may 89

#### BA - Interdisciplinary Studies in East Asia

Completed undergraduate degree. Studies included a year at the University of Hawaii and a leadership role in the Japan-America Student Conference.

Phi Beta Kappa

*Magna cum Laude*

### Claris Corporation

Tokyo, Japan & Santa Clara, CA | sep 93 – mar 98

#### Product Manager, Internet Products Santa Clara

feb 95 – mar 98

Drove several special product initiatives including the Japanese Internet edition of ClarisWorks 4. Managed the Japanese Claris HomePage Internet editing tool product encompassing all financial modeling, strategic planning, and product launch including detailed project management in cooperation with QA and Engineering.

#### Training Manager Tokyo

sep 93 – feb 95

Wrote all curricula and managed all training planning and implementation initiatives for the Claris Japan startup nationwide, thereby driving the new software brand awareness (to levels approaching 85%) for multiple products in the budding Apple Market.

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### Mitani Corporation

Tokyo, Japan | may 91 – sep 93

#### Training Manager

Planned and supervised all Apple Macintosh training initiatives at Mitani Corporation for three different facilities. Wrote training curriculum and newsletters. Team executed seminars contributing on average 12 to 15% of Mitani's Macintosh related revenue.

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### Computer Source

Charleston, SC | sep 89 – apr 91

#### Software Support and Training

Responsible for all Mac and PC training initiatives including custom curriculum development and instruction. Provided phone and on-site support directly to customers.

## Notable Skills

### Languages

**Japanese** advanced professional fluency including reading and writing

**Spanish** conversationally fluent

**Thai** conversational

Extensive **Mac, Windows, Internet** and **mobile device** experience in both the US and Japanese markets.