



# Grace Hu-Morley

Product Management Leader for Emerging Technologies

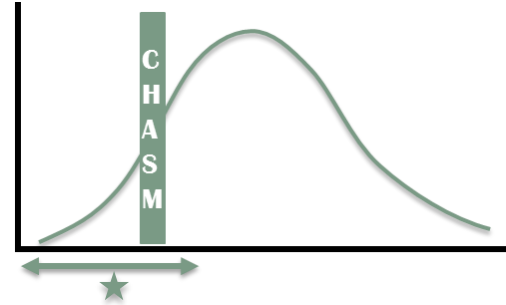
Silicon Valley, CA  
gracehm@gmail.com

@gracehm  
linkedin.com/in/gracehm

www.gracehm.com

CATALYST FOR PRODUCT & BUSINESS SUCCESS

Leads teams bringing **NEW TECHNOLOGIES** to market for start-ups to Fortune 100 companies, helping them convert technology and market problems into successful, profitable products.



## HOW IS GRACE UNIQUE?



END-TO-END CUSTOMER PERSPECTIVE

=



**SUCCESSFUL USER-FRIENDLY PRODUCTS**

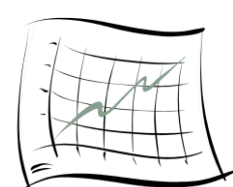
## EFFECTIVE PRODUCT MANAGEMENT IS ESSENTIAL TO PRODUCT SUCCESS



**70% of Innovative New Products fail**

- McKinsey

**81%** of companies **delivering customer experience excellence** **OUTPERFORM** their competition  
- Peppers & Rogers Group



**60%** of customers will **PAY MORE** for a **better experience**

- Aberdeen

## WHY GRACE?



### START-UP APPROACH

Resourcefulness and know-how needed to bring emerging technologies to market

### MULTI-FUNCTIONAL

Gamut of marketing disciplines, technologies, and markets—bringing flexibility and innovation



### STRATEGIC

Understands and solves for bigger problems to deliver solutions with greater impact

### CHALLENGES THE STATUS QUO

Creatively bold... Doing things faster and better



## AWARDS

Recognized for **INNOVATION** in both **product** and **revenue** creation



**POLYCOM PRODUCT AND SOLUTIONS MARKETING MARVELS RECOGNITION 2012**



**CISCO AWARDS – EXPEDITING PRODUCT SKU'S**  
**WEB PORTAL REVAMP 2008**



**CISCO AWARD – OUTSTANDING TEAMWORK 2005**

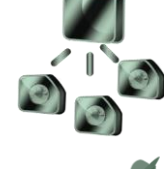


**CISCO INNOVATOR NOMINATION 2004**



**CISCO AWARD – PRICING AND BUNDLING PROMOTION 2003**

## EXPERTISE



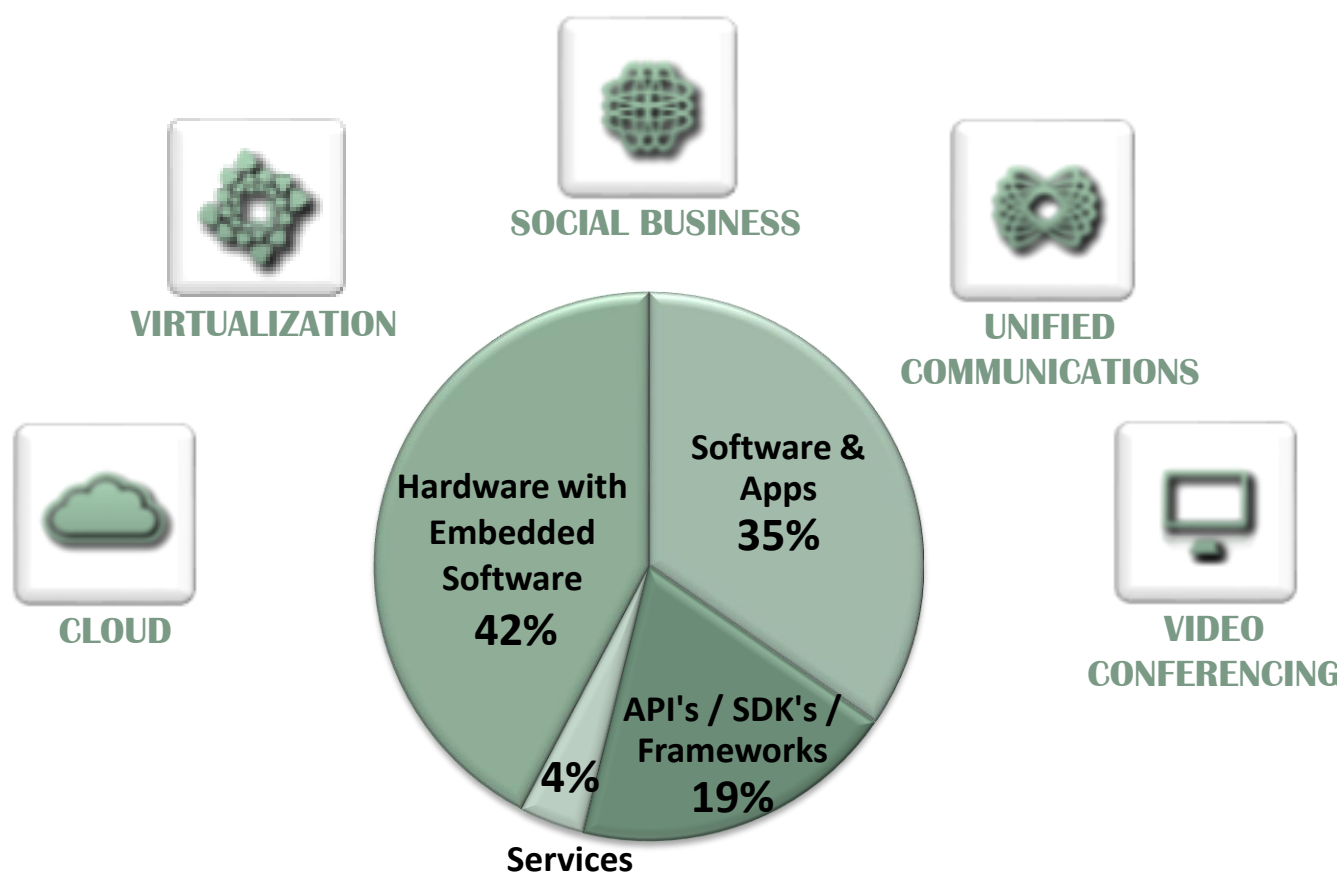
Managing and collaborating with complex, virtual cross-functional teams



Defining, prioritizing, and executing next generation product / solution vision, strategies, and roadmaps that are aligned with business priorities



Technologies that improve how people communicate, collaborate, and connect



3 YEARS

**SR. MANAGER, PRODUCT MARKETING – STRATEGIC ALLIANCES**

**SR. PRODUCT LINE MANAGER – UC PARTNER SOLUTIONS**

### PRODUCTS/TECHNOLOGIES/SERVICES

Software and Platform Integration – Unified Communications, Social Business, API's, SDK's  
Cloud, Analytics, Virtualization, Mobility  
Content Management and Search  
Telepresence  
Financing Services

### MARKETS

Enterprise, Service Provider, and SMB

### ACCOMPLISHMENTS

Built Cisco and IBM integration initiative and strategies  
Unlocked **\$164M +** in revenue opportunities  
Increased attached bookings year-over-year for Polycom Capital by **1423%**



8 YEARS

**SR. PRODUCT MANAGER, EMERGING TECHNOLOGY GROUP**

**SR. PRODUCT MANAGER, VOICE TECHNOLOGY GROUP**

### PRODUCTS/TECHNOLOGIES/SERVICES

Software Applications  
Push-to-Talk Software, Web Client, and XML App  
Unified Communications (UC) Software  
Videotelephony Software  
Telephony Software

Hardware (with Embedded Software and Web Interface)  
Videophone  
IP Phone Adapters (Consumer-Facing)

### MARKETS

Enterprise, Service Provider, and SMB

### ACCOMPLISHMENTS

Defined and delivered Cisco's **first** UC softclients, softphone apps, video telephony software and endpoints, and consumer-facing voice over Internet Protocol (VoIP) products

Catalyzed IP phone revenue resulting in **\$36M incremental revenue** in 6 months and **#1** market share

Championed **new product release process**, user-centered design practices, accessibility, and use of virtual teams to **scale**



1 YEAR (Acquired by Cisco)

**DIRECTOR OF MARKETING**

### PRODUCTS/TECHNOLOGIES/SERVICES

IP Phone Adapters (consumer-facing)

### MARKETS

Consumer and Service Provider

### ACCOMPLISHMENTS

Editor's choice awards  
Respected trade magazine articles  
Profitability in less than 6 months of first ship

## EDUCATION & CERTIFICATIONS

MBA  
MS, Biomedical Engineering  
BS, Biomedical Engineering  
Pragmatic Marketing Certified



**ADDITIONAL PRODUCT MANAGEMENT AND BUSINESS MARKETING EXPERIENCE**

### PRODUCTS/TECHNOLOGIES/SERVICES

Semiconductor (with Embedded Software) –  
Embedded Memory Mobile Graphics Controllers  
Mobile 3D / DVD / LCD Graphics Controllers

PC-Based Medical Devices (with Desktop Software)

### MARKETS

Enterprise, Service Provider, SMB, and Consumer



"Grace is a **results driven marketing leader** who did a great job introducing rigorous product management process without squashing creativity. She took time to evaluate the **big picture** and instituted new processes to resolve product/engineering conflicts and **accelerate the pace of product development...**"

- Mark Weidick, VP & GM, Cisco Systems