

## **Shari Barnett**

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### **PROFESSIONAL PROFILE**

Stanford educated, Silicon Valley tested, I am ready to take on a new challenge in project, product, or program management. I have extensive team management experience and have tackled aggressive goals, shipped complex products, developed and administered multi-million dollar budgets, and led diverse teams to deliver great things on time, on budget. I'm also a very skilled communicator and writer with extensive marketing and business plan development experience.

Project and Program Planning & Execution – Employee Management  
Marketing Plan & Business Model Development – Strategic Planning & Innovation

### **CAREER HISTORY**

#### **Microsoft Corporation, Mountain View, CA**

1999 – 2010

##### *Director of Marketing*

- Project manager for development of the application platform for the Microsoft Mediaroom application platform writing MRDs and marketing plans for the application layer.
- Produced all advanced interactive applications for the Microsoft Mediaroom TV platform with partners such as Showtime, Turner Networks, and NASCAR
- Created and oversaw a global application developers program for the Mediaroom platform – in 4 years grew to 500+ members from over 32 countries

##### *Manager, Broadcast Services*

- Lead strategic planning prototyping and business modeling of new revenue-generating interactive television services using narrow and broadband internet, digital video recorders (DVR) and digital television technologies. Developed MRDs for various service layers.
- Lead external technologies due diligence efforts (M&A and buy/build decisions), ran prototyping and testing projects, contributed to business modeling scenarios, and generally helped mold the Microsoft Television strategy.

##### *Manager, Interactive Services*

- Managed the Interactive Television partner support team – a group of account supervisors and technical producers who help key broadcast partners such as Weather Channel, Paramount TV, and Jeopardy Production create enhanced, interactive programming.

**Silicon Gaming, Inc., Palo Alto, CA**

1996 – 1999

*Director of Game Development*

- Developed and managed the Game Development team, tasked with designing and producing all on-screen games and content for Silicon Gaming's slot machine, the Odyssey. Produced over two dozen reel, poker, and card gambling games. (Samples available.)
- Developed and administered \$4 million annual departmental budget and on-going production schedule. Guided the group to exceed output demands annually while remaining on budget since joining the company.
- Worked as member of the senior management team planning product strategies, developing content production processes and growing the company to over 200 people with over 3,000 machines in U.S. casinos.

**Silicon Graphics, Inc., Mountain View, CA**

1994 - 1996

*Executive Producer and Interactive Content Manager*

- Formed and managed a 25-person bi-lingual interactive TV content creation group that designed and produced seven "channels" of interactive services for the NTT ITV trial in Urayasu, Japan, (completely in Japanese.
- Primarily liaison to SGI engineering team that developed the project's technical back-end.
- Developed and managed \$2.5 million budget. (Show reel available.)

**Colossal Pictures, San Francisco, CA**

1988 -1994

*Senior Producer, Interactive*

- Oversaw, budgeted, scheduled, selected appropriate creative talent and produced Colossal's work in interactive television for many of the very early interactive TV networks including Time Warner Full Service Network.

*Senior Producer, Commercial Division*

- Produced commercials dozens of commercials, broadcast IDs, movie trailers and episodic television for major advertisers, networks and studios. (Show reel available.)

**Pacific Data Images, Sunnyvale, CA**

1984 - 1988

*Producer*

- Produced over 190 computer animation projects for television and film.
- Handled all Public Relations work and production of demonstration reels.
- Developed PDI's bidding and production management systems.
- Organized SIGGRAPH

**Atari, Inc., Sunnyvale, CA**

1981 - 1984

*Video Producer*

- Interactive videodisc games

*Industrial Design Engineer*

- Game peripherals, Costumes for game introductions

**EDUCATION**

**Stanford University, Palo Alto, CA**

Bachelor of Arts degree in Product Design, 1981

**Central Carolina Community College, Pittsboro, NC**

Associate of Arts degree in Sustainable Agriculture, 2013

**OTHER**

- Named Inventor on 4 U.S. patents while at Microsoft; two issued, two pending
- Received management awards in 2006-2007 and Executive Producer of the Year award in 2008 while at Microsoft
- Received numerous Broadcast Designers' Association awards for commercials and network IDs produced while at PDI and Colossal Pictures
- Skilled in all Microsoft Office products, Adobe Photoshop, and a myriad of other PC-based content creation and manipulation tools
- Short story author recently published online:  
<http://truestorystories.wordpress.com/2013/10/09/meeting-frank/>
- Awarded scholarship by Annie's Homegrown in 2011 (first to a community college student) for exceptional Sustainable Agriculture students
- Writer, hiker, loves to laugh