

IC Product Development Promotion Template

Employee Name:	██████████	Manager:	██████████
Current Career Level and Job Code:	IC4- Principal Product Strategy Manager. JC: 17140	Proposed Position and Job Code:	IC5 – Product Strategy Director, JC: 17150
# of Years in Current Position:	8.2	# of Years in Industry:	16
Current Salary:	██████████	Min Salary for New Position:	
Performance Rating:	4	VP	██████████

Please address the following factors, including examples when recommending promotions to senior development positions in Product Development.

SUMMARY OF EXPERIENCE

██████████ has been a Principal Product Strategy Manager for eight years with Oracle, and prior to that she worked in similar roles at PeopleSoft. Prior to joining ██████████ worked in ██████████. When she first joined PeopleSoft in ██████████ worked as a ██████████ and then in ██████████ helping customers deploy the PeopleSoft ██████████ - giving her 16 years of directly relevant experience. In her current role in product strategy, she has engaged with all aspects of the development life-cycle, including gathering business requirements from customers, working with designers and engineers, assisting QA, marketing, sales, partners, and implementation consulting.

SCOPE OF POSITION

██████████ is responsible for the product strategy of the ██████████. She is the go-to point person for ██████████ from within the ██████████ organization and also from the field. In addition to product knowledge, ██████████ maintains deep domain and functional expertise in the ██████████ space and in ██████████ particularly. She leverages that knowledge, together with her knowledge of customer requirements, field requirements, and the competitive landscape to shape the development and direction of Oracle's ██████████.

TECHNICAL ABILITY

██████████ is able to write business requirements documents such that product development can readily create quality designs. In addition, she has detailed working knowledge of the product and can assist sales efforts by performing demos and/or advising sales consultants, while acting as a subject matter expert in senior level discussions with prospects. She has experience designing and delivering content to assist in marketing Oracle's solutions, both via presentations at conferences and other customer-centric events as well as to the outside analyst community. She also gained experience in creating video content (e.g., website, YouTube, Apps Explorer, etc.) and oversees video marketing initiatives for the ██████████ team.

TEAMWORK AND INFLUENCE WITHIN ORACLE

As a long time employee working on ██████████ solutions, including time at PeopleSoft prior to Oracle, ██████████ has become well known in the extended ecosystem around Oracle's ██████████. She still maintains connections to her ██████████ counterparts for the ██████████ within PeopleSoft and ██████████ as well as people within marketing, implementation consulting, application sales, and sales consulting. ██████████ is a team player, who can take constructive criticism well, and who is also willing to lobby colleagues for what she believes is in the best interest of Oracle. Recently she has been a strong advocate for securing cooperation from the ██████████ team in delivering some key enhancements that will benefit ██████████ customers and our ability to sell more in the future. ██████████ is also highly respected within the Oracle sales community and is consistently sought out for assistance in positioning ██████████ to customers and prospects.

LEADERSHIP & EXTERNAL VISIBILITY

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[REDACTED] has high visibility as the face of [REDACTED] for Oracle. She is the point person for the external community consisting of customers, prospects, and analysts. She has presented at [REDACTED] for many years, and has made numerous briefings to various customer groups such as the [REDACTED] and the [REDACTED] user group.

ACHIEVEMENT

- Successfully authored [REDACTED] business requirements document and others
- Supported early-adopter [REDACTED]
- Conducted many presentations and [REDACTED] demonstrations to [REDACTED] customers and prospects (including [REDACTED] etc.)
- Delivered revised [REDACTED] strategy that adapted to new release model and [REDACTED] priorities
- Successfully coordinated with UX teams on usability studies for complex functionality including [REDACTED] scenarios. Leveraged customer contacts to find key customers to target and invite for participation in studies.
- Coordinated and developed content and video marketing material development for [REDACTED]
- Developed and delivered functional training on [REDACTED] to sales consultants and implementation partners
- Favorably briefed [REDACTED] industry analysts [REDACTED] on [REDACTED]

Recommendations

[REDACTED] Senior Director, [REDACTED]

TBD

[REDACTED] Director, [REDACTED]

[REDACTED] has been working with the [REDACTED] team since the beginning and has been instrumental in guiding the direction of the project. I have worked closely with her in determining new requirements for upcoming releases. [REDACTED] has always been very detailed and her [REDACTED] show much thought and consideration for the planned feature. [REDACTED] has reached out to customers and studied industry best practices to determine what are the proper requirements to add to the [REDACTED] product. I look forward to continuing my close working relationship with [REDACTED] as we deliver on future releases and support her promotion to the IC5 level.

[REDACTED] VP, [REDACTED]

I have seen [REDACTED] present to customers at [REDACTED] forums. And I think that she does a good job showcasing [REDACTED] in these presentations. She also has a good sense of customer requirements in the [REDACTED] domain.

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Position Criteria

(Senior development positions may include unique requirements; therefore template metrics are general guidelines, not hard rules.)

FACTOR	IC3	IC4	IC5	ARCHITECT – IC6
Summary Of Experience	<p>BS or MS degree in CS or equivalent experience relevant to functional area.</p> <p>Typically has 3-4 or more years of related experience.</p>	<p>BS or MS degree in CS or equivalent experience relevant to functional area.</p> <p>Typically has 5-7 or more years of related experience. Candidates with less than five years experience must be star caliber and require review by Senior Mgt. staff.</p>	<p>BS or MS degree in CS or equivalent experience relevant to functional area.</p> <p>Typically has ten or more years of related experience. Candidates with eight or more years will be considered only if they are star caliber.</p>	<p>Typically has fifteen or more years of related experience.</p>
Scope Of Position	<p>Can code with minimal direction. Normally receives no instructions on routine tasks, with limited supervision on new tasks.</p>	<p>Has full responsibility for the architecture of a significant, self-contained portion of a product or a small product.</p> <p>Has demonstrated technical leadership for his/her area. This is usually done by being a project lead for a small project team of two to three developers.</p>	<p>Has full responsibility for the architecture of a medium-sized product or a substantial layer or subsystem within a large product</p>	
Technical Ability	<p>Works on projects of moderate conceptual complexity.</p> <p>Starting to demonstrate ability to write spec's and designs. Specifies, designs and develops software according to provided requirements, with sole responsibility for the design.</p>	<p>Works on projects of moderate to high conceptual complexity.</p> <p>Demonstrated ability to write high quality functional spec AND design documents for a major area. Provide url's for these documents.</p>	<p>Recognized expert in area within division and/or Oracle.</p> <p>Works on extremely complex problems. Has deep understanding of how his/her area interacts with all related areas.</p> <p>Models best engineering practices. This includes clarity and completeness of spec's and designs, code cleanliness and quality, thoroughness of testing, attention to documentation, and response to bugs and regressions.</p> <p>Is highly encouraged to maintain an architecture and detailed design</p>	

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		document for his/her area. Provide url for this document.	
External Visibility	Must have good visibility so can be effectively ranked; giving a seminar is good way to do this and is advised.	Represents group within Oracle.	
Teamwork and Internal Influence		Exhibits effective teamwork with senior developers and senior management within Product Development and across Oracle.	
		Is the technical “go-to person” (consultant) for his/her area within the group and across Product Development.	
Achievements	Demonstrated ability to take feature/design through software lifecycle to release of robust, high quality, production code.	Strongly influences the technical decisions of ten or more developers. Under broad direction, defines requirements for new projects and specifies, designs and develops software to those requirements.	Recognized expert in field inside and outside Oracle
		Has delivered several high-quality, large-scale projects to market that have been successfully used by production customers for several years.	
		Has delivered innovative and creative solutions to complex problems.	
Recommendations	Comments supporting above criteria for promotion from outside immediate group from senior level developers and managers	Works effectively with others in managing extremely complex projects Comments supporting above criteria for promotion from outside of immediate group from senior management and architect-level developers.	Approval from the architects club

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