

EDWARD “TED” BEATIE

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CTO / Head of Product & Cloud Technology: 15+ Years of Vision & Leadership

Network Management | Logistics & Scheduling | Pricing Engines | Security | Smart Grids | Energy Storage & Management
Content Management | CDNs | Internet | Virtual Training Solutions | Simulators | Integration Layers | APIs

Deeply technical yet strategic Product & Technology Executive with hands-on systems engineering background in networking, content delivery, and Internet connectivity. Able to pivot from strategic roadmapping to product feature design to cloud infrastructure development while managing (and working alongside) engineering teams. Exemplary talents in cultivating strategic partnerships and driving technology integrations to expand product offering and increase value. Recognized for bridging the divide and strengthening communication between technical teams and business units.

PROFESSIONAL EXPERIENCE

SANS Institute

2021 - Present

Director of Technical Product Management, Courseware Delivery

Information Security Training SaaS | \$30M Revenues

Significantly expanded product capabilities, capacity, features, and support services for interactive cybersecurity training and hands-on simulations. Directed 3 engineering teams plus instructional designers, cross-functional business leads, and vendors to envision, build, and optimize industry-leading training programs.

Product & Infrastructure Development

- Conceptualized and designed centralized course manifest database to house and index data for 75 courses along 6 product lines: Cloud Hacking, Defensive Analysis & Mitigation, Red Team Offensive, Industrial Control Systems, Mobile Solutions, and Cybersecurity Management.
- Established dynamic cloud provisioning using Kubernetes and Rancher to enable registered, paying students to spin up temporary AWS or Azure “cyber ranges” powering 10+ custom training programs.
- Developed technology roadmap for standing up global offices to sell training products in multiple currencies and languages – requiring extensive work with Legal, Sales, and Engineering teams.
- Streamlined course evaluation process by cleaning up source data and automating the deployment of links specific to each class via Slack – projected to save \$350,000/year in opex.
- Restructured hosting of internal knowledgebase to allow easier access to 60+ e-workbooks.

Third-Party Integrations & Alliances

- Drove API-based licensing integration of 4 forensics tools and created workaround email-based solution for 2 more partners without API capabilities.
- Constructed cloud management system to monitor third-party vulnerability research for iOS and Android, minimizing utilization to slash recurring monthly costs 80%.
- Set up DHL shipment-tracking in the EU and UK (the second largest global market accounting for 30% of revenues) to dramatically decrease support calls and enhance the customer experience.
- Secured distributor agreement with VMware to streamline student access to Windows and Linux machines.

OpenFiber / Open5G

2018 - 2021

Head of Product

FTTH Network Management Solution | Ultra-High-Speed

Built network configuration management and visualization tools to monetize regional open-access data network. Mapped data architecture, drove product development, and integrated ISP/municipality alliances.

- Led 6 engineers and systems analysts through the Agile development of core platform, network, and provisioning automation, including design, testing, deployment, and support.
- Translated feedback into lauded feature sets such as “customer search by upstream device”, CSV file export tool, and ability to surface and integrate Salesforce and provisioning data.
- Conducted data integrity audits of geolocation data from home routers/gateways, IP addresses, and sales performance metrics across 3,000+ endpoints and 350 beta customers.
- Developed DTC upsell strategy and referral channels via Sling and Ooma to boost product competitiveness.

PROFESSIONAL EXPERIENCE (Cont.)

TravelPort

2011 - 2018

Technical Product Manager, Infrastructure & Integrations

Back-end Systems, SOAP APIs, & REST Services

Governed development of systems, web services, and connectivity for RESTful APIs used to connect online travel agencies (OTAs) to TravelPort's best-in-class search, pricing, and profiling technologies. Coordinated cross-functional workstreams spanning Enterprise Architecture, Engineering, Operations, API Support, Billing, and Legal.

- Mapped out data architecture connecting customer portals, third-party databases, provisioning systems, and structured revenue-share reporting between carriers, agents, and TravelPort.
- Continuously improved product features, UI/UX, tutorials, and reference docs by collecting and translating user requirements, complaints, and requests pulled from the developer community.
- Championed transition from SOAP to REST/JSON and helped roll out Scaled Agile Framework (SAFe).
- Served as product SME, thought leader, and evangelist at hackathons and industry events such as API World, TNooz THack, OpenTravel Alliance, and customer/partner sales conferences.
- Moderated community of 70+ application developers, including top 10 vendors in the industry.

Growing Energy Labs, Inc (GELI)

2010 - 2011

Director of Product Operations

Energy Storage & Management Application Framework | Acq. by Hanwha Q Cells

Tapped by CEO to build, brand, and integrate smart battery storage unit, including product demos, website, and PR/marketing materials for an early-stage certified San Francisco cleantech startup.

- Drove business development strategy and market research to boost the reach and impact of core products *Geli Energy Computer*, *Geli EOS*, and *Geli GENI* – used for micro-grid management.
- Led build process for smart battery prototype, including infrastructure, firmware, and product integrations.
- Submitted MVP for Cleantech Open business competition, placing in Top 5, which boosted public awareness and prompted leadership to focus exclusively on licensing its energy management software.

SYSTEMS ENGINEERING BACKGROUND

ITA SOFTWARE (acq. by GOOGLE): *Senior Systems Engineer, Air Shopping & Pricing Engine* 2006-2009

- Led implementation, integration, training, and support of a data integration layer crucial to onboarding carriers and OTAs (customers) to ITA's air-shopping portal product.
- Analyzed channel marketing strategy and preferences of US and European airlines, such as TAP Portugal, LOT Polish, Alitalia, and American Airlines, to develop custom implementation strategy.

PERMABIT (acq. by RED HAT): *Senior Systems Engineer, Data Storage Solutions* 2002-2005

- Converted proprietary internal technology into a monetized commercial product that transformed 1U off-the-shelf servers into turnkey RAID arrays in full financial and medical compliance.

INTO NETWORKS: *Senior Network Analyst, Streaming Content* 2000-2002

- Managed content server farm across NA and EU, including negotiation and management of partnership with Equinix and Akamai CDN, to deliver bleeding-edge streaming services over broadband.

EDUCATION & EARLY WORK

Practical Product Management – Pragmatic Marketing Institute

Project Management Certificate – University of California, Berkeley Extension, Berkeley, CA

Business Essentials Accelerator Course (8 weeks) – Learning @ Morning Brew

Computer Science Studies – Suffolk University, Boston, MA

As an early engineering lead at UUNET Technologies (one of the very first ISPs), installed OC192s for Microsoft & BellSouth, managing 10 engineers plus APAC team to set up unprecedented web connectivity.