

EDWARD “TED” BEATIE

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Head of Product & Cloud Infrastructure: 15+ Years of B2B Strategy & Innovation

IaaS & Network Monitoring Tools | Cybersecurity Solutions | Logistics & Scheduling SaaS | Pricing & Search Engines | Smart Grids
Content Management Systems | CDNs | Internet Provisioning & Service Delivery | Virtual Training & Simulation

Technology Product Executive with deep skill sets in product strategy, cloud/on-prem systems architecture, engineering, database development, and front-end/UI design for B2B/B2B2C companies. Success building products from the ground up as well as rearchitecting enterprise infrastructure, driving third-party integrations, and cultivating strategic partnerships to catalyze product and business growth. Foundational work as a content/network/Internet systems engineer.

PROFESSIONAL EXPERIENCE

SANS Institute

2021 - 2025

Director of Infrastructure & Technical Product Management

Cybersecurity Training Platform | \$30M Revenues

Took the bold initiative to overhaul enterprise architecture, helping to transform SANS from an event-based cybersecurity training firm into a content-driven B2B SaaS technology company serving a global customer base. Directed 3 engineering teams and coordinated cross-functional workstreams spanning curriculum development, operations, sales, marketing, legal, and finance/accounting, as well as technology/service vendors.

Product & Infrastructure Development

- Conceptualized and initiated strategy to use a 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 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 – requiring extensive work with Legal, Sales, and Engineering teams.
- Streamlined course evaluation process by cleaning up source data and automating deployment of class-specific surveys via Slack – projected to save \$350,000/year and boost response rate 4%.
- Restructured hosting of internal knowledgebase to allow easier access to 60+ e-workbooks.

Third-Party Integrations & Alliances

- Drove API-based licensing integration of OpenAI ChatGPT and 10+ third-party tools via direct APIs, Smartsheets, and email-based solutions.
- Constructed cloud management system to monitor third-party vulnerability research for iOS and Android, minimizing utilization and cleaning up integration layers to slash recurring monthly costs 80%.
- Set up FedEx for US and global shipment tracking and DHL for EU/UK (the second largest global market accounting for 30% of revenues) to dramatically decrease support calls and enhance 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 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 microgrid 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** – 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 and BellSouth, managing 10 engineers plus APAC team to set up unprecedented web connectivity.