

DEAN J. KROKER

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SUMMARY

10+ years experience building enterprise companies, brands, teams, and products. Grew 3 startups from inception to exit—the latest yielding 50% YoY growth for 4 continuous years. Currently at Microsoft on the Azure Portal team. Rapid prototyper and tester, designer at heart, and guitar hobbyist with an extreme bias toward the customer.

SKILLS

Technical: .NET (C#), JavaScript (ES6, React, Redux, JSS), Azure (VMs, SQL, ADLS, Functions)

Applications: Azure DevOps (CI/CD, Git, Boards), CRM/ERP Design, Power BI, SharePoint

Design: Figma, Adobe Photoshop, Final Cut Pro, User Research, Design Sprint Facilitation

EXPERIENCE

[Program Manager | Microsoft](#) (Aug 2020 – Present)

Drive the UX product development for VM experiences (Arc, Spot, Disk Pools) within the Azure Portal (portal.azure.com). Design cross-cutting, end-to-end scenarios across hardware and software teams.

[Product Manager | Capax Global \(acq. Hitachi Solutions\)](#) (Jun 2016 – Aug 2020)

Developed 12-person consulting company into 200+ in under 3 years. Led product teams for Fortune 500 clients. Managed and trained direct reports; opened and grew 2 offices/regions. Advanced roadmap for 6 product lines within company. Created acquirer's first growth team while upgrading data estate for company Go-to-Market. Managed data movement product which became the business's most-used product. Designed IoT smart vehicle product.

[Co-Founder & CEO | Endless Tone](#) (Mar 2013 – May 2018)

Created e-commerce business to match musical instruments online. Secured 6-Figure investment and partnered with 15 instrument manufacturers and retailers. Managed development teams and product roadmap. Created and delivered B2C web applications and Go-To-Market, pivoting to B2B prior to exit.

[Co-Founder & CEO | Whitmarsh Technology](#) (Oct 2008 – Dec 2013)

Created software consulting firm with 8 employees serving 1000s of clients. Managed project teams to design web applications, business infrastructure, and custom IT solutions.

SHOWCASES

Augmented Reality with NLP Speech-to-Text Prototype: deankroker.com/design

Audio Discussion on Enterprise Product Teams: deankroker.com/podcast

Musings on the First Growth Team at Hitachi: deankroker.com/growth

EDUCATION

Lehigh University

[Bachelor of Science \(B.S.\), Computer Science & Business](#)