

Dean J. Kroker

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Summary

Grew 3 startups from inception to exit—the latest yielded 50% YoY growth for 4 continuous years. 10+ years experience building enterprise product teams—currently at Microsoft on the Azure Portal team. Functional designer at heart, computer science enthusiast.

Education

Lehigh University

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

Passions

- Augmented reality product prototyping with conversational AI.
- Creating tools to help build stronger connections.
- Education technology—bridging the gap amongst low-income neighborhoods.
- Volunteer work for Jewish organizations by teaching guitar and planning events.

Experience

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

- Develop UX product roadmap for Microsoft's cloud ([portal.azure.com](#)).
- Own Azure VM, Arc VM, and other core experiences—serving 5MM+ monthly active users.
- Launched 4 products under a single brand in less than 12 months (Azure Arc).
- Released 1 UX for 5 teams—focusing on customer scenarios, not products (Azure Updates).
- Lead engineering, design, research, and content teams to evolve Azure and Arc VM.
- Mentor new hires and contribute to hiring, training, and diversity initiatives.

[Lead Product Manager | Capax Global — Acquired by Hitachi Solutions](#) (Jun 2016 – Aug 2020)

- Developed 12-person consulting company into 200+ in under 3 years.
- Created Hitachi's first growth team under COO, continuing 50% YoY growth post-acquisition.
- Managed and trained direct reports; opened and grew 2 offices/regions.
- Built data movement product adopted by over 70% of consulting projects.
- Designed IoT smart vehicle products and scaled across 6 customers.

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

- Created e-commerce business to match musical instruments online.
- Completed fundraising round and partnered with 15 instrument manufacturers and retailers.
- Aggregated diverse industry trends in first-of-its-kind B2B API for instrument manufacturers.
- Oversaw and executed development of customer-facing progressive web application.

[Co-Founder & CEO | Whitemarsh 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 IT solutions.

Hard Skills

Technical: .NET (C#), JavaScript (ES6, React, Redux, JSS), Azure

Applications: CI/CD, Git, Scrum, Power BI, Business Application Design

Design: Figma, User Research, Content Design, Workshop Facilitation