

MARC BOSCHER

PRODUCT & TECHNOLOGY LEADER

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Driving technology products from concept to market.

I am truly passionate about products, the technologies that support them, and the markets that shape them. I believe great product development is all about integrating and balancing every stakeholder's needs: software, design, hardware, sales, marketing, operations, and of course, the customer! I am at my best in the middle of this, listening, translating, and synthesizing so that everyone can understand, perform, and enjoy the ride.

▶ WORK EXPERIENCE

- MicroSigns *VP PRODUCT DEVELOPMENT*
2013 - 2014
Evolved MicroSigns' platform from a point solution for its own interactive displays, to a retail management system for all digital displays including tablets, mobile phones, large screens, ESIs, etc. On top of product development, worked closely with CEO to define new business plan and commercialization strategy. Sold platform to one of UK's largest telecom retailer.
- MicroSigns *DIRECTOR RESEARCH & DEVELOPMENT*
2005 - 2012
Defined the technology strategy and product development plan for a new digital advertising media on store shelves. Hired and managed a team of software and hardware engineers to develop a retail merchandising platform combining both high level web applications and low-level embedded systems (patent application 60/867,118). Successfully rolled-out product at hundreds of top telecom stores in 8 countries.
- H3 Pharma *IT MANAGER*
2001 - 2002
Managed the IT and web teams of H3 Pharma, a biotechnology company focused on finding and commercializing promising medical research worldwide. Developed a system to find research candidates through publications and the web, contact them, and accept their submissions into the acquisition funnel.
- Planet Medica *IT PROJECT MANAGER*
1999 - 2001
Built the technology side of Planet Medica's Montreal office, which was the multimedia arm of a large European health website in 6 countries. Setup the office IT, deployed specialized medical software, developed and published a series of interactive health modules for consumers, and assembled a data entry team of over 20 employees.
- Freelancer *WEB DEVELOPER CONSULTANT*
1998 - 1999
Developed websites for various companies, including Groupe Messier Metro groceries and Akimage, a visual presentation producer.

▶ EXPERTISE

- Product management
- Strategic planning
- Project management
- Development methodologies
- Web technologies
- Embedded systems
- Programming
JS, Java, C
- Design
- Copywriting
English, Français
- Public speaking
- Recruitment
- Sales support
- Entrepreneurship /
Intrapreneurship

▶ EDUCATION

- Bachelor of Science
2002 - 2005
HONOURS IN COMPUTER SCIENCE
McGill University
Dr. B. Shapiro Scholarship, Crawford Emily Ross Award, McConnell Scholarship, Dean's honour list

▶ PERSONAL PROJECTS

- CS Games
2003 - 2014
CO-FOUNDER AND BOARD MEMBER
The CS Games is a yearly social computing competition for over 300 undergrad students from different universities. Co-founded the event, built it into a recurring competition, and founded a non-profit corporation to support and grow the event. <http://csgames.org>
- CrossCheck
2013 - 2014
OPEN SOURCE PROJECT
Built and open-sourced a tool to solve a major headache for product/project managers: centrally manage work that is spread over multiple systems and tools. <https://github.com/marcboscher/crosscheck>
- McGill University
2008 - 2010
GUEST SPEAKER
Gave talks to undergrad students on industry, startups and getting involved.