

Jason Buffington

2800 Bluffview Drive ♦ Lewisville, TX 75067 ♦ 972-315-9200_H ♦ 214-676-6777_M ♦ Jason@CentralizedBackup.com

Oveview

20-year subject-matter expert in Windows infrastructure, with additional deep specialization in data protection, high availability and disaster recovery/business continuity scenarios. Experienced in product marketing and management, channel readiness and enablement, and enterprise-direct technical sales – across three resellers, two ISVs, and Microsoft.

- ❖ Drove technical marketing, evangelism and readiness for Microsoft’s data protection solution from v1 to mainstream within \$1B System Center business
- ❖ Led System Center event strategy and execution across a broad range of Microsoft ITpro venues
- ❖ Helped launch 7 Microsoft products between Windows Server and System Center over 5 years
- ❖ Authored “better together” solutions with SQL Server, Exchange, SharePoint, Virtualization and Windows
- ❖ Revitalized message and content for #1 function of Windows Server – file serving
- ❖ Broadened value-prop by leveraging Microsoft field, MVP and partner solution offerings
- ❖ Built technical sales engineering team, training offerings and evangelism function for startup ISV that grew from \$1M to pre-IPO \$60M
- ❖ Author of ‘Data Protection for Virtual Data Centers’, www.DataProtectionBible.com, ISBN 978-0470572146.

Seeking to help shape and share the next big thing in infrastructure management or data protection, from a senior-level Technical Marketing/Evangelism or Office-of-CTO role within a software & services company.

I am a story-teller who helps customers understand the scope of their challenges and how to be successful in solving them, who helps partners understand why and how to do business together, and helps my company grow by crafting what stories to tell and how to tell them for best effect.

- ♦ Marketing Message Author
- ♦ Traditional & Digital Content Creator
- ♦ Better-Together Attach Architect
- ♦ AR/PR Spokesperson
- ♦ Recognized Large-Event Speaker & Blogger
- ♦ Field & Partner Enabler
- ♦ Technical Trainer
- ♦ Road Warrior

Professional Experience

SENIOR TECHNICAL PRODUCT MANAGER
MICROSOFT CORPORATION

2005-2011

Drove evangelism & readiness for both new-market and strategic technologies

- System Center Data Protection Manager 2006, 2007, 2010 and 2012
- System Center Operations Manager 2012
- System Center Essentials 2010
- Windows Server 2008 and 2008R2, File Services and Storage Solutions
- Windows Storage Server (OEM), including backup & iSCSI
- ♦ Authored customer-facing messaging and value-proposition
- ♦ Created content directly and through vendors, including marketing collateral and readiness material
- ♦ Cultivated healthy ecosystem of SMEs and MVPs for broader knowledge sharing and evangelism
- ♦ Drove ‘Better Together’ scenarios and attach-efforts to other Microsoft and partner products
- ♦ Spokesperson for Analysts and Press during product launches and ongoing updates
- ♦ Leveraged digital and social media for maximum reach
- ♦ Equipped field and partners to deliver the story



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Professional Experience, continued

DIRECTOR, BUSINESS CONTINUITY AND TECHNICAL MARKETING

DOUBLE-TAKE SOFTWARE

FORMERLY NSI SOFTWARE, INC. – NOW PART OF VISION SOLUTIONS

Helped company grow from \$1M to \$60M through a variety of roles over nine years

- ♦ **Director of Business Continuity & Technical Marketing**
 - Primary writer and speaker, serving as company’s “Technical Evangelist”
 - Drove external messaging for the company and product line
 - Closing resource for large account opportunities
 - Solutions architect between company and strategic alliances including Microsoft, Dell and HP
 - Mentored 18 pre-sales engineers
- ♦ **Director of Consulting & Education**
 - Launched and was responsible for all training initiatives, including curriculum, classrooms and certification system, to enable channel partners to deliver solutions to our customers
 - Helped create professional services division
- ♦ **Manager of Pre-Sales Engineering**
 - Served ten regional pre-sales SEs throughout the US
 - Acted as a closing resource for overseas and vendor partners
 - Established Pre-Sales Engineering team for startup company

1996-2005



REGIONAL SALES & SYSTEMS ENGINEER

CHEYENNE SOFTWARE – (ARCSERVE) NOW PART OF COMPUTER ASSOCIATES (CA)

Top performing sales region -- Texas, Oklahoma, Louisiana, Arkansas, Missouri, Kansas

- ♦ **Account Manager**
 - Averaged 104% of sales quota, but preferred pre-sales engineering
- ♦ **Pre-Sales Systems Engineer**
 - Assisted enterprise accounts with product evaluations and deployment strategies
 - Trained channel and OEM partners

1994-1996



Computer Associates™

SENIOR SYSTEMS ENGINEER

NETWORK ENGINEERING – SYSTEMS INTEGRATOR

- ♦ **Project Managing Senior Engineer**
 - Led installation teams for new deployments
 - Pre-sales consulting

1992-1994

Honors, Certifications and Education

CERTIFIED BUSINESS CONTINUITY PLANNER (CBCP)

MICROSOFT MOST VALUABLE PROFESSIONAL (MVP)

Windows Server -- File Systems & Storage

MICROSOFT CERTIFIED PROFESSIONAL (MCP)

Microsoft MCSE for Windows Server 3.5 thru 2003

Microsoft Certified Trainer (MCT)

TEXAS A&M UNIVERSITY 1987-1991

Computer Science major & Criminal Justice minor

Corps of Cadets



The rest of me

Happily married for 18 years with three great kids, ages 7 to 12. Active adult leader/volunteer with the Boy Scouts of America. My best weekends are either camping with scouts or gaming with my kids.

