

# PETER F. VAN OVERBEEK

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## **WORK HISTORY** | **SENIOR MANAGER, MARKETING PROGRAM MANAGEMENT** TABLEAU SOFTWARE

JANUARY 2018 – SEPTEMBER 2019

- Created my own role by identifying the business opportunity for a centralized “Program Management Organization” (PMO) to direct major cross-functional marketing projects
- My team directed dozens of campaigns, product releases, major events, and other outbound marketing activities requiring coordination with 300+ stakeholders across various channels and programs
- Developed integrated processes that turned what was formerly a siloed and inefficient approach into a series of smooth handoffs that resulted in getting to market 24% faster YoY
- Built a team of 8 Senior Project Managers from the ground up and directed the formation of all methodologies, rhythms, and governance principles that control the flow of marketing activities
- Re-implemented our work management software (for which we won an award) and other tools to better facilitate, manage, and report upon productivity
- Personally managed the launch of the largest global marketing campaigns last year including the 2019 BI Trends and marquee releases of Tableau 2019.1 and 2019.3

## **MANAGER, MARKETING TECHNICAL PROGRAMS** TABLEAU SOFTWARE

AUGUST 2015 – JANUARY 2018

- Directed one of the biggest and most successful projects in company history: a comprehensive website re-design and re-build of tableau.com involving regular coordination across hundreds of internal stakeholders including direct contact with the CEO and CMO
- Managed a 10 person team of web developers, serving as project manager and product owner for all of Tableau’s public facing web properties (including tableau.com which is the main generator for the company’s \$1B+ in revenue annually)
- Instituted agile methodologies and ceremonies to guide the marketing engineering team to high standards of efficiency and quality
- Drove completion of highly visible and strategic marketing projects including a massive content overhaul on our website, registration form enhancements, personalized web experiences for customers, overhauling onsite search capabilities, and countless other value additions

## **MANAGER HITACHI CONSULTING**

AUGUST 2010 – AUGUST 2015

- Promoted from Consultant to Senior Consultant in 2013 and from Senior Consultant to Manager in 2015 (the fastest promotion track possible, achieved by less than 5% of the company)
- Aligned to the Strategic Technology Solutions (STS) Practice: Provided clients with specialized consulting services that drive more integrated, effective, and customized IT solutions to support strategic business objectives
- Managed the Campus Recruiting process for the Seattle Geography
  - Enabled the hiring of over 40 new Consultants between 2011 and 2014

## **Project Spotlight: Microsoft – Executive Briefing Center, Custom Dev. Project Manager (2013-2015)**

- Served as lead Project Manager, driving a number of concurrent work streams by organizing the collaborative efforts of five onshore resources and over a dozen offshore developers
- Managed the global delivery of all development, configuration, testing, deployment, and support activities for large custom application portfolio
- Applied outcome driven approach and industry best practices (scrum, stakeholder triage, UAT, etc.) to organize and execute the “rescue” of over budget and behind schedule custom website
  - Timely worldwide launch enabled the decommissioning of 15 year old legacy application
- Served as head UI designer and defined + integrated critical business processes that greatly enhanced the form, functionality, and credibility of the Executive Briefing Center’s online tools
- Established a communication rhythm and that energized project stakeholders and created a long overdue feedback loop between end users and the application development team

**Project Spotlight: Microsoft – Corporate Business & Marketing Planning Lead (2011 –2012)**

- Worked with leaders across product groups and cross-functional teams to develop strategies, content, and approach for corporate marketing guidance cascaded to subsidiary offices worldwide
- Oversaw the design of an online budgeting tool and supporting guidance materials to help allocate billions of dollars of marketing spend in 90 countries
- Managed a virtual team of over 30 people driving deadlines, providing support, setting agendas, managing action items, etc.

**REAL ESTATE**

**REAL ESTATE HISTORY, SEATTLE, WA**

MAY 2012 – PRESENT

- Purchased a condo in Green Lake in 2012 that I now own as an investment property with substantial monthly cashflow
- Purchased a single family residence in 2015 and successfully executed a “live in flip” that provided me the capital to upgrade into my primary residence
- Bought my current house off market which involved a lengthy negotiation process and working with the seller who wanted to finance a portion of the deal
- Manage a basement unit attached to my primary residence that helps offset mortgage payments
- Member NAIOP Washington State Chapter
- Member UW Real Estate Club

**EDUCATION**

**UNIVERSITY OF WASHINGTON, SEATTLE, WA**

MASTER OF SCIENCE IN REAL ESTATE, CLASS OF 2021

- Currently enrolled with GPA of 3.98 on 4.0 scale
- Courses: Development, Appraisal and Valuation, Financial Modeling, Advanced Finance and Investment, Real Estate Law, Real Estate Transaction Law, Asset Management

**UNIVERSITY OF WASHINGTON, SEATTLE, WA**

BACHELOR OF ARTS IN BUSINESS ADMINISTRATION – FINANCE AND MARKETING, CLASS OF 2010

- Graduated Magna Cum Laude in Business Administration from the UW’s Foster School of Business
- 3.85 overall GPA on 4.0 scale, 3.91 GPA in major
- Member of Beta Gamma Sigma Honor Society (2009 - Present)

**LEADERSHIP ACTIVITIES**

**BOARD OF DIRECTORS UNIVERSITY BOOKSTORE**

JUNE 2008 – JUNE 2010

- Directed company strategy for second largest college store in the US - \$55 million in annual revenue and six retail outlets
- Chair of Audit and Finance Committee; Member of Strategic Real Estate Assets Committee

**CROSS COUNTRY CYCLING TOUR PUSH AMERICA - THE JOURNEY OF HOPE**

JUNE 2008 TO AUGUST 2008

- Bicycled over 70 days (3,896 miles total) from San Francisco, CA to Washington, D.C. to raise money and awareness for people with mental and physical disabilities through PUSH America
- Raised over \$5,550 in charitable donations and visited over 50 groups nationwide

**PERSONAL INTERESTS**

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- Avid mountaineer: five Mt. Rainier summits to date & climbed five of the Seven Summits (Denali, Mt. Kilimanjaro, Cerro Aconcagua, Mt. Elbrus, Kosciusko)
- Love to backcountry ski, golf, and fly fish