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PRE-SALES SINCE

2004

Q BRANCH

Charter → Lead

TEAM

7 PM + Eng

TEAM OUTPUT

4× since Feb

I build the demos customers see first. I was a charter member of Tableau Q Branch and now lead it: 7 PMs and engineers turning launches into live, reliable demos. Since our February 2026 offsite the team builds with Claude Code, the Claude API, Agent Skills and MCP tools, building far more than we could before.

§1 · TABLEAU / SALESFORCE · 2016→NOW

2026→NOW

Senior Director, Product Management & Demo Engineering

- ▶ Lead Tableau Q Branch: 7 product managers and engineers who build demos, content, and tools for Tableau's customer-facing teams.
- ▶ Brought AI coding into daily work after the February 2026 offsite; output of demos and creative assets is up about 4×.
- ▶ Use Claude Code to build both the demos and the infrastructure that hosts and showcases them, on AWS, Heroku, or local machines.

2023→2026

Director, Solution Engineering

- ▶ Spent most of this role creating and forming the Q Branch team.

2021→2023

Senior Product Manager, Portfolio & Strategy

- ▶ Office of the Chief Product Officer: Tableau and Salesforce interoperability and integration strategy.

2020→2021

Principal SE / Lead Creative Strategist, Q Branch

- ▶ Charter member of the new group building demos, content, and tools for Solution Engineering.

2016→2020

Sales Consultant · Pre-sales for top Strategic and Enterprise accounts, TOLA region.

§2 · BMC SOFTWARE · 1999→2016

2004→2016

Principal Solution Engineer / Architect

- ▶ Technical lead on Fortune 100 accounts, supporting a \$20M annual regional quota with demos and proof-of-value engagements.

2008→2015

Software Consulting Manager · WW Pre-Sales Technical Director

- ▶ Led 20+ professionals worldwide, covering \$200M in annual revenue.

1999→2004

Consulting PM · Remedy Certified Consultant

- ▶ 50+ engagements, including the largest global Remedy rollout of its time.

1990→1999

Bristol Hotels & Resorts · Went from security officer to GM to IT Manager, and built the service desk from scratch.

EXHIBIT A · LIVE

FI PIT WALL

f1.demo.tableau.com

EXHIBIT B · SHIPPED

PULSE FOR SALESFORCE

\$11.8M pipeline by Dreamforce

EXHIBIT C · TOOL

DEMO GENERATOR

generator.demo.tableau.com

EXHIBIT D · LIVE

CASA DEMBY

app.casademby.com

TOOLKIT

Claude Code · Claude API · Skills · MCP

AWS · Heroku · Tableau · Salesforce

RECOGNITION

TAM of the Year · 100% Club ×6

Above & Beyond VP · Getting It Done

EDUCATION

Texas Christian University