

KEITH EICH

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Proven general management executive with a robust blend of expertise in leading and developing teams. Able to translate complex models and concepts into specific strategies to build new businesses, grow revenues, and increase bottom-line profits while balancing day-to-day aspects of people, processes, and platforms leveraging a diverse problem-solving background. I practice continuous self-development through challenging experiences and collaborative learning environments.

EXPERIENCE **Legalzoom.com, VP, Product Development** (Los Angeles, CA) January 2014 – October 2020
Managed a \$180MM business unit focused on small business subscription products. Managed portfolio and pipeline of strategic products, services & projects for the entire company. Responsible for launching of new product offerings – including several new products which accelerated profitable growth by over 30%. Responsible for a cross-functional team of 60 individuals spanning marketing, product, creative, operations, engineering and legal. Serviced complex 50 state third party network and rules for over 600k SMB compliance and registered agent subscribers.

Legalzoom.com, VP, Operations Engineering & PMO (Los Angeles, CA) June 2011 – January 2014
Managed pipeline of strategic projects for the entire company. Led both technical teams (engineers and developers) and non-technical teams (analysts and project managers). Established standard project reporting, communication and planning for the organization. Led transition for the entire company from a waterfall mentality to an agile environment – including Product, Engineering, Operations and Creative. Tripled output of feature delivery in under a year through effective change management. Created standard process for making trade-off decisions for the enterprise that included metrics, return on investment and strategic criteria. Facilitated bi-weekly discussions with all executives finalize decisions; created weekly communications to keep everyone in the company up to date and then lead various teams to executing and delivering against these initiatives.

GE/NBC Universal, Director Sales Operations, Digital Distribution (Los Angeles, CA) August 2006 – June 2011
Managed a cross-functional team of production, marketing, operations, accounting, advanced engineering and IT to create and constantly improve content and information distribution workflows resulting in >\$100M annually in revenue. Led product development for emerging TV platforms such as online, mobile, video-on-demand and Electronic Sell Through. Optimized marketing processes for consistent brand positioning across video, graphics and text metadata. Led the overall execution of launching several digital partners including hulu, iTunes, and many cross-platform cable partners.

General Electric, IMLP (Los Angeles, CA & New York, NY) July 2004 – August 2006
Graduate of competitive rotational leadership development program sponsored by General Electric and trained in Six Sigma process improvement methodology (Black Belt). Worked on a variety of projects including P&L/organizational consolidation, process improvement, system integration, operational & technological migrations and establishing a 24/7 operational command center for linear cable distribution domestically.

Cerner Corporation, System Analyst (Kansas City, MO) August 2002 - August 2003
Managed consultants working on site-specific system integration implementations. Rotated through various projects across the business model (developer, application specialist, system engineer). Obtained a broad knowledge of healthcare processes and software applications.

EDUCATION **University of Southern California** (Los Angeles, CA)
▪ Master in Business Administration (MBA), *Executive Program* May 2009

Carnegie Mellon University (Pittsburgh, PA)
▪ Master of Information Systems Management (MISM), *focus on Technology Strategy* July 2004
▪ Master of Science, Electrical and Computer Engineering (MSEE) May 2004
▪ Bachelor of Science, Electrical and Computer Engineering, minor in Business (BSEE) May 2002

VOLUNTEER EXPERIENCE **City of La Cañada Flintridge, Chair, Public Works & Traffic Commission** October 2018 – April 2020
Carnegie Mellon University, Adjunct Professor September 2004 – June 2020
Carnegie Mellon Alumni Association Board, Member July 2012 – June 2016

GE/NBC Universal Volunteers October 2005
Managed 3500+ volunteers and assisted in managing the operations during the ‘Today Show’ Humanity Plaza event – a week long Habitat for Humanity relief effort which built 45 houses for victims of Hurricane Katrina.

ADDITIONAL SKILLS Change management, coaching, process mapping & analysis, streamlining operational processes, portfolio management, project planning, team leadership and development, competitor/industry research, excellent verbal, written and presentation skills, advanced excel, powerpoint pro, internal and external consulting