

Privacy Notice

I hereby acknowledge that the information I provide in this application is subject to disclosure pursuant to the North Carolina Public Records Laws, and that I provide the information contained in this application freely and voluntarily, and that by submitting my application to Wake County I consent to such disclosure pursuant to the North Carolina Public Records Laws, and that I waive and release Wake County, its agents, employees and elected and appointed officials, from any liability related to disclosure of any information provided herein.

Profile

Which Boards would you like to apply for?

Upper Neuse River Basin Association: Submitted

Please select your first Board preference: *

Capital Area Workforce Development Board

Please select your second Board preference: *

Board of Adjustment

Please select your third Board preference: *

Wake Forest Board of Adjustment

Please select your fourth Board preference: *

Wake Forest Planning and Zoning Board

Please select your fifth Board preference: *

Alcoholic Beverage Control Board

Please select your sixth Board preference: *

Wake Technical Community College Board of Trustees

Andrew

First Name

K

Middle Initial

siracuse

Last Name

845 Abbyberry Dr

Street Address

Suite or Apt

Wake Forest

City

NC

State

27587

Postal Code

What district do you live in?

None Selected

Home: (919) 244-6867

Primary Phone

Home: (919) 244-6867

Alternate Phone

siracuseks@gmail.com

Email Address

Employer

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

Yes No

In order to assure countywide representation, please indicate your place of residence:

Wake Forest

Interests & Experiences

Why are you interested in serving on a Board or Commission?

I have now retired and want to work with others in my community. I feel that with my background, I would be an asset to any of these boards.

Work Experience

Over 35 years in tech industry as a Product Manager and most recently worked at Cisco for 22 years. Have a background in business and MBA. Worked with multiple organizations in the commercial space and the government (DoD, 3 letter agencies, and government branches, having a secret clearance for many years. This includes a background in IT and security.

Volunteer Experience

This would be my first volunteer experience

Education

BS in Business Administration from Alfred University and MBA from Florida Institute of Technology.

Comments

[Keith_Siracuse_RESUME_oct_2025_Oct.pdf](#)

Upload a Resume

[CL_Board.docx](#)

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics

Date of Birth

Gender *

Male

Ethnicity *

Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

County Website

If you selected "Other" above, how?

Please upload a file

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

By submitting this electronic application, if appointed, I pledge by my signature below that I have read and will comply with the ethics guidelines for advisory boards and commissions as adopted by the Wake County Board of Commissioners, found [here](#).

A. KEITH SIRACUSE

Cell: (919) 244-6867

LinkedIn: <https://www.linkedin.com/in/keith-siracuse>

Wake Forest, NC 27587

siracuseks@gmail.com

SENIOR PRODUCT MANAGER / PRODUCT MARKETING / BUSINESS DEVELOPMENT

Over twenty years of product management and marketing experience including sales support, business development, partner relationships, systems engineering, program management, contracts administration & management. **Areas of expertise:**

- Product Management
- Supervision/Manager
- New Product Launches
- Government Programs
- Product Marketing
- Competitive Analysis
- Business Strategy/Development
- Security/Cloud Security Services
- Data Center
- Project/Program Management
- SaaS Subscription Pricing/Development
- Partner Relationships

PROFESSIONAL EXPERIENCE: Cisco, *Research Triangle Park, NC: Nov 2021 to Oct 2025 & Jul 2000 to Oct 2018*

Sr. Product Manager, Enterprise Routing & SD-WAN Enablement Group - November 2021 to October 2025

- * Product life cycle and Strategy owner for annual router product run-rates of >\$150M and SD-WAN integration.
- * Define use cases for both hardware and feature requirements based on market, competition, customers, partners, and field inputs.
- * Responsible for business case, forecast, pricing and full product life cycle for both hardware and subscriptions.
- * Work with sales and Technical Marketing Engineers on customer presentations and messaging.

Sr. Product Manager, Security Business Group – 2014 to October 2018

- * Served as Product Manager for a \$160M a year revenue run rate next-generation firewall (NGFW) security portfolio.
- * Defined product strategy and business feature requirements including target costs and revenue projections.
- * Drove product business cases and program commitments to senior management for approval.
- * Developed pricing for security subscription services based on the SaaS market and competitive positioning.
- * Provided customer executive product briefings to partners & customers on security products, roadmaps and features.
- * Worked with engineering on release planning developing product and software feature requirements based on market and customer requirements using both waterfall and agile development methodologies.
- * Coordinated and interfaced with channel and distribution partners on go-to-market strategies and key messaging.
- * Created product promotions and discount incentives to drive business with sales and partner communities.
- * Oversaw product forecast and market analysis on revenue projections.
- * Worked extensively with finance, operations, engineering, manufacturing, services and sales on product offerings.
- * Project managed the coordination of the first product integration from Sourcefire security acquisition.
- * Developed and wrote use case requirements based on future market conditions and customer business needs for premise and cloud-based security features.

Sr. Product Manager, Global Government Security Group – 2004 to 2014

- * Worked with DoD, 3 letter agencies, government System Integrators, partners & contractors on product solutions for classified and non-classified programs.
- * Drove IT solutions & products for specialized applications to meet government classified/non-classified requirements.
- * Coordinated and interfaced with DoD integrators & distribution partners on go-to-market strategies & messaging.
- * Drove software security initiatives and strategies into Cisco products and Cisco Secure Cloud Services.
- * Worked in conjunction with Brand Management to message security initiatives with product owners, AMs, SEs, partners and customers on security value and roadmaps.
- * Managed feature development, price modeling and 3rd party partner relationships for a containerized Modular Data Center product offering for DoD and commercial applications.

- * Interfaced with analysts and industry press related to product launches, trade shows and conferences.
- * Collaborated extensively with Cisco business development community and partners (NetApp, VCE, EMC) to integrate cloud computing and virtualization initiatives into Cisco's Data Center.
- * Communicated with other Business Units to coordinate pricing, leveraging of technology, and joint launch opportunities.
- * Managed marketing material on product launches, presentations, messaging and product direction.
- * Initiated and wrote MOU, MOA and NDA agreements for use with 3rd party integrators.

Product Manager, Network and Routing Group – 2000 to 2004

- * Directed Cisco 2600 and 2800 routing platforms, managing a \$1B yearly router portfolio.
- * Maintained and updated product marketing collateral, Product bulletins, EOS notices and marketing slides.
- * Developed Product Requirement Documents on new product development and requirements.
- * Prepared forecasts to ensure manufacturing requirements to meet customer demands and revenue projections.
- * Worked with global theaters to help develop marketing material to address competition, pricing and special deals required to address local markets.
- * Interacted with other Business Units to coordinate pricing, leveraging of technology, and joint launch opportunities.

PREVIOUS RELEVANT EXPERIENCE**PROFESSIONAL EXPERIENCE: NetApp, Research Triangle Park, NC** *January 2019 to October 2021***Sr. Product Manager Security and Data Protection– June 2021 to October 2021**

- * Manage SaaS partner relationships for cyber-resilience data protection with NetApp solutions.
- * Work with Product Management teams to drive security features into various NetApp on-prem and cloud storage solutions.

Sr. Product Manager - January 2019 to June 2021

- * Manage Cisco and Broadcom switching OEM/reseller product partner relationships on product integration and lifecycle for \$90M a year revenue run rate.
- * PM lead as a security champion for promoting and advising on security initiatives for NetApp products
- * Collaborate with Engineering and Field on product and feature requirements to drive new switching products into NetApp storage solutions.
- * Work with sales, SE, and TME teams on product roadmaps and go to market.
- * Defined business plans and future strategies, driving switching requirements for product releases with engineering.
- * Responsible for forecasting, pricing, and marketing collateral.

PROFESSIONAL EXPERIENCE: Lenovo, Research Triangle Park, NC *October 2018 to January 2019***Product Owner**

- * Product management of mid-range workstation strategy, defining features and business strategy.
- * Develop use cases and competitive positioning.

EDUCATION:

- * **MBA**, Major, Database Management - FLORIDA INSTITUTE OF TECHNOLOGY; Melbourne, FL
- * **B.S., Business Administration** - ALFRED UNIVERSITY; Alfred, NY

Prior US Government Clearance - Secret

Software Knowledge/Training: Microsoft Office - Excel, PowerPoint, Word, Req Pro, Smartsheet, Tableau, Business Objects, Target Process, Rally, JIRA, Aha, Agile and Waterfall methodologies

Patents: <https://patents.justia.com/inventor/keith-siracuse>

February 26, 2026

As a senior product manager with a distinguishable track record for managing networking products and go to market strategies, I am excited to submit my application for your available Sr. Product Manager position.

Below is an overview of my qualifications:

- **Revenue Management:** Managed a routing product line generating over 160 million in annual revenue with responsibility for maintaining and growing the product market share
- **Product Strategy:** Defined the overall strategy for the product, including setting target costs and revenue projections.
- **Business Case Development:** Created and presented business cases and program commitments to senior management for approval to justify investment and articulate the value proposition of the products.
- **Pricing Strategy:** Develop pricing models for security subscription services, considering the competitive landscape and the SaaS market dynamics
- **Customer and partner engagement:** Provided executive-level briefings to partners and customers, showcasing the ability to communicate complex product information and road maps effectively.
- **Cross Functional Calibration:** Work closely with the engineering teams on release planning and development product software feature requirements using both traditional waterfall and modern agile development methodologies.
- **Go-to-Market Strategy:** Coordinated with channel, distribution partners, and DoD integrators to develop and execute go-to-market strategies, ensuring that the product's messaging and positioning were effective and consistent across different sales channels
- **Sales Promotion:** Create promotions and discount incentives to drive sales indicating a strategic approach to market penetration and revenue growth.
- **Forecasting and Market Analyst:** Oversaw product forecasts and conducted market analysis to project future revenues to help coordinate resource allocations.
- **Cross-development Work:** Engage with multiple departments, including finance, operations, engineering, manufacturing, services and sales to ensure a cohesive approach to product offerings
- **Project Management:** Managed the integrity of products from the Cisco Sourcefire acquisition, which required project management skills and the ability to integrate new technology teams.
- **Use Case Development:** Developed use case requirements for both premise and cloud-based security features based on future market conditions and customer needs.
- **Government Collaboration:** Worked with the Department of Defense (DoD) three-letter agencies (U.S. federal agencies such as the FBI, NSA, CIA, etc.), government system integrators, partners and contractors, both classified and non-classified programs. Held Secret clearance.
- **Specialized IT Solutions:** Responsible for driving IT solutions and products that meet the specific requirements of government applications, which often have unique security and operational demands
- **Security Software Initiatives:** Played a key role in integrating software security initiatives and strategies into Cisco products and services, enhancing the security position of the offerings.

- **Brands and Security Messaging:** Work with brand management to communicate security initiatives, collaborating with product owners, account managers (AM), system engineers (SE), partners and customers to convey the value of the future direction of security products.
- **Product Management:** Over 20 years of Product Management experience, managing multiple products and feature development, developing price modeling for a containerized modular data center that catered to both DoD and commercial applications.
- **Industry Engagement:** Interfaced with industry analysts and the press regarding product launches, trade shows and conferences.
- **Business Development Collaboration:** Collaborated with Cisco's business development community and partners such as NetApp, VCE, and EMC to integrate cloud computing and virtualization technologies into Cisco data center solutions.
- **Marketing Materials Management:** Managed the creation of marketing materials for product launches, presentations and messaging, as well as directing overall product direction.
- **Legal Documentation:** Initiated and authored memorandum of understanding (MOU), memorandums of agreement (MOA), and non-disclosure agreements for use with third-party integrators.
- **Cisco Routing Platform Management:** Product Manager for Cisco 2600 and 2800 router platforms that generated 1 billion in annual revenue.
- **Marketing Collateral:** Responsible for maintaining and updating product marketing materials, including product bulletins end-of-life notices, marketing slides and sharing all promotional and informational content.
- **Product requirements documents (PRD):** Developed PRDs for new product development, outlining the specification requirements necessary for product creation enhancements.
- **Sales Forecasts:** Prepared the forecast to align manufacturing with customer demand and revenue projections.
- **Global Marketing:** Work with global teams to develop marketing materials tailored to address competition pricing, specific deals and local markets, providing diverse market dynamics.
- **SaaS Partnered Management:** Managed Software as a Service (SaaS) partner relationships for cyber-resilience data protection within NetApp solutions.
- **Security Feature Integration:** Worked with product management teams at NetApp to drive the integration of security features into on-premises and cloud storage solutions, enhancing the security offerings of the products.
- **OEM Reseller Relationship:** Managed relationships with Cisco and Broadcom for switching products, overseeing product integration and life cycle for a portfolio with a \$90M annual revenue run rate.
- **Security Initiatives Leadership:** Acted as a security champion with NetApp, promoting and advising on security initiatives to enhance product security.
- **Collaboration with Engineering and Field Teams:** Define product and feature requirements, driving the development of new products for integration into networking solutions.
- **Business Planning:** Defined business plans and future strategies, driving the requirement for product releases within the engineering team, which involves strategic planning and coordination with the product development.

Feel free to reach out to me at siracuseks@gmail.com or 919-244-6867 to discuss further.

Sincerely,

A. Keith Siracuse

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Profile

Which Boards would you like to apply for?

Upper Neuse River Basin Association: Submitted

Please select your first Board preference: *

Water Partnership

Please select your second Board preference: *

Water Partnership

Please select your third Board preference: *

Water Partnership

Please select your fourth Board preference: *

Water Partnership

Please select your fifth Board preference: *

Water Partnership

Please select your sixth Board preference: *

Water Partnership

Nancy

First Name

Daly

Last Name

Middle Initial

103 Phauff Ct.

Street Address

Suite or Apt

Cary

City

NC

State

27513

Postal Code

What district do you live in?

None Selected

Business: (919) 594-4185

Primary Phone

Mobile: (919) 605-4968

Alternate Phone

nancy.daly@wakegov.com

Email Address

Wake County

Employer

Water Resources Manager

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

Yes No

In order to assure countywide representation, please indicate your place of residence:

Cary

Interests & Experiences

Why are you interested in serving on a Board or Commission?

Representing Wake County Water Quality Division; advancing One Water initiatives.

Work Experience

2000-2005: Private Consulting Environmental Specialist focused on stream and wetland restoration 2005-2007: Tar River Land Conservancy: Performed conservation planning and prepared grants for protection of high priority natural resources and agricultural lands. 2007-2017: Served as Statewide Projects Coordinator and Watershed Planning Supervisor with NC Division of Mitigation Services. 2017-present; Wake County Water Quality Division: Water Resources Manager responsible for coordination among Wastewater, Groundwater and Stormwater Programs; manage USGS Groundwater Resource Study; collaborate with Wake County departments and municipal jurisdictions to advance water resource project initiatives.

Volunteer Experience

NC Water Resources Association: Membership Chair, 2013-2015; President, 2014; Town of Cary Environmental Advisory Board: Member, 2018-present; Chair, 2020-present

Education

B.S. Biology, UNC Chapel-Hill M.S. Biology, UNC Wilmington

Comments

[Daly_Resume_Jan2021.docx](#)

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics

Date of Birth

Gender *

Female

Ethnicity *

Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

Other

If you selected "Other" above, how?

Current position in Wake County Water Quality Division

Please upload a file

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Nancy N. Daly
Cary, NC 27513
(919) 605-4968
nancy.daly73@gmail.com

Professional Summary: Water resource professional with focus on planning and implementing strategies to address water resource and climate change challenges through collaboration and partnerships. Strengths in identifying connections between projects and working with federal, state and local stakeholders to leverage resources that meet multiple objectives.

Wake County, NC

October 2017-Present

Water Resources Manager

Coordinate water quality initiatives among Groundwater, Wastewater and Watershed Management Programs that support process improvements and enhance customer service. Identify collaboration opportunities with county and regional partners that support an integrated approach to water management.

- Serve as staff liaison and lead for the Wake County Water Partnership, a Board Appointed Committee formed to facilitate collaboration and promote leadership in water management and sustainability throughout Wake County.
- Manage collaborative project with United States Geological Service (USGS) to develop groundwater study that supports long-term planning for groundwater in Wake County.
- Coordinated with USGS, state, county, municipal and academic partners to establish first groundwater monitoring network in Wake County.
- Provide oversight of nutrient modeling analysis to support future decisions on County compliance with Nutrient Management requirements associated with Falls Lake Rules.
- Participate in Jordon Lake One Water to advance integrated watershed management and identify water resource strategies that support triple bottom line benefits.
- Develop newsletter to inform the building and development community about regulatory updates and training opportunities related to water resources in Wake County.
- Organized workgroup with representatives of federal, state, and local government, academic, and non-profits to inform and facilitate development of a public outreach campaign for private well owners with potential exposure to radiological contamination.

Duties Summary

April 2017-October 2017

Senior Water Resource Scientist

Responsible for supporting watershed plan development and identifying opportunities to collaborate on grant funded water resource projects.

- Provided support for water resource planning projects, performed Quality Assurance/Quality Control for project deliverables and conducted business development and marketing.
- Supported development of the City of Durham's Eno River Watershed Improvement Plan and served as Task Lead for Public Education and Outreach.
- Identified and developed grant opportunities for aquatic passage restoration projects.

NC Division of Mitigation Services, Raleigh, North Carolina

2007-2017

Watershed Planning Supervisor

2012-March 2017

Responsible for ensuring program compliance with 2008 Federal Mitigation Rule requiring a watershed approach to mitigation. Identified areas for watershed plan development based upon anticipated NCDOT and In Lieu Fee impacts for NC.

- Managed four direct reports and provide final review and approval of deliverables associated with watershed plans spanning mountains to coastal plain of NC.
- Coordinated development of RFPs and associated technical score sheets for stream and wetland mitigation requests for all NC river basins based upon programmatic strategic plan.
- Managed River Basin Restoration Priority improvement project focused on functional restoration of hydrology, water quality, and habitat through the application of multiple models.
- Coordinated partnership with the USGS and received \$225,000 in grant funding from the National Fish and Wildlife Foundation for development of water quality model tracking nitrogen, phosphorous and sediment loads in NC watersheds.

Statewide Projects Coordinator

2007-2012

Managed statewide contracts in support of Watershed Planning and Project Implementation Section and ensured implemented projects supported watershed planning priorities.

- Managed scope and budget for \$2.3 million with NC Division of Water Quality that provided water quality assessments for watershed plans across NC.
- Managed scope and budget for \$300,000 contract with NC Division of Soil and Water Conservation that included implementation of agriculture BMPs in support of stream and wetland mitigation projects.
- Performed quarterly analysis of \$1 billion in mitigation assets to track trends in project development and link projects to priority watershed planning areas across NC.
- Developed guidance document for development of local watershed plans to ensure programmatic consistency.

Tar River Land Conservancy, Louisburg, North Carolina

2005-2007

Prepared riparian corridor conservation plans for Fishing Creek Watershed in the Upper Tar River Basin.

- Developed GIS database to prioritize conservation properties in 303(d) impaired watershed.
- Organized workshop to educate landowners and professionals on the financial benefits of conservation easements.
- Prepared CWMTF grant applications and received funding for three conservation projects prioritized in planning areas.

Stantec Consulting, Raleigh, North Carolina

2003-2005

Performed site searches for stream and wetland restoration projects in response RFPs for mitigation. Provided support for 404/401 permits for NCDOT transportation projects.

- Performed stream surveys of degraded and reference stream channels and prepared preliminary stream design for restoration of 3,700 feet of stream channel in Robeson County, NC.
- Performed red cockaded woodpecker survey for R-3434 widening project in Brunswick County, NC.

Rummel, Klepper & Kahl, LLP, Raleigh, North Carolina

2000-2003

Responsible for permitting and development of mitigation plans for stream and wetland mitigation projects.

- Prepared Mitigation Banking Instrument for 4,500 ft of stream and 50 ac wetland mitigation at Pott Creek Mitigation Site in Lincoln County, NC.
- Conducted monitoring of groundwater gauges and prepared hydrologic monitoring reports.
- Reviewed NCDOT mitigation commitments permitted through the Coastal Area Management Act spanning a 10-year period and field-reviewed to determine success of mitigation.

Research Assistant, University of North Carolina at Wilmington

1998-1999

Developed project to examine breeding colonies of brown pelicans for detrimental impacts of tick infestation.

Volunteer Experience

Town of Cary Environmental Advisory Board, 2018-present; Chair, October 2020-present

Professional Organizations:

Member of NC Water Resource Association: Board Member, 2009-2015; President, 2014; Membership Chair, 2013-2015

Publications and Certifications:

2002 Norcross, N. L. and Bolen, E. G. Effectiveness of Nest Treatments on Tick Infestations in the Eastern Brown Pelican. *Wilson Bull.* 114(1): 73-78.

2012 Daly, N. and Recktenwald, M. North Carolina Ecosystem Enhancement Program: Implementation and Lessons Learned from North Carolina's Watershed-Based Approach to Mitigation. *Watershed Science Bulletin.* 3(2): 21-28.

Certified Professional in Erosion and Sediment Control (CPESC # 2843)

Education:

M.S. Biology, University of North Carolina at Wilmington 1999

B.S. Biology/Minor in Chemistry, University of North Carolina at Chapel Hill 1995