



Doug Askegard
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Practice areas

*Technology
Commercialization
Customer Management
Business Development*

Corporate Settings

*Non Profit
For Profit
Large Companies
Start ups*

Industries

*Telecommunications
Electronics
Computers*

Functional Expertise

*Strategic Planning
Product Marketing &
Product Management
Business Development
Engineering Development
Teaching*

Education

BSEE, U. of Minnesota

Doug Askegard has 20+ years of combined business and engineering background in the development and commercialization of electronics and telecommunications systems. Most recently his work assignments have been in fiber optic networks ranging from Fiber-To-The Home to 10 Gbps data transport.

Mr. Askegard's expertise is in the development of business/market strategies to expand customer base and capitalize on the company's engineering capabilities.

Mr. Askegard worked for large Telecom equipment manufacturers [Ericsson, DSC (now part of Alcatel-Lucent), Andrew Corporation, and ADC Telecommunications] managing relationships with some of large service providers (MCI, Sprint, Bell Companies). For the past few years he has been guiding emerging Telecom start ups with launching their systems or component product lines (Santel, LaserComm, Centerpoint Broadband, Novera, Phasebridge).

Doug Askegard is currently with LuminentOIC, Inc in Chatsworth, CA, a manufacturer of photonic components and modules for Fiber-To-The-Home applications.

Typical activities that Mr. Askegard performed for companies include:

- Development of strategic product roadmaps to meet revenue objectives
- Assessment of the competitive landscape and positioning of the company products
- Identification of new possible customers and design win strategy
- Development of strategic alliances to boost product value to customers
- Negotiation and management of government contracts (DARPA, Service Branches)
- Management of key customer accounts
- Presentations to customers and staff, and at industry forums
- Management of customer lab & field trials of new products
- Development of product specifications, data sheets, pricing strategies, and training material for Sales

Mr. Askegard has a large rolodex of contacts in the Telecom and electronic industries and is also very connected in the Southern California Engineering community through the Institute of Electrical and Electronic Engineers (IEEE), an international organization promoting engineering education worldwide.

One of his volunteer leadership positions is Chair of the Southern Area of Region 6 for the IEEE, representing over 11,000 members in the greater Los Angeles area.

He has received several prestigious awards:

- 2006: IEEE-RAB Leadership Award for his contributions to the engineering community.
- 2000: Outstanding Service Award from the Dallas Section of the IEEE Communications and Vehicular Technology Society

Doug Askegard holds a BSEE from the University of Minnesota, MN and has completed 8 out of 14 MBA courses at the University of St. Thomas, St. Paul, MN.