

SUMMARY

In depth understanding of engineering and manufacturing combined with solid experience in developing business/market cases that validate product launch has led to 20+ years of strategic and beneficial contributions to domestic and international markets in commercial and defense firms ranging in size from startups to large multinational organizations. Experienced in bringing funding to organizations through strategic corporate alliances and through government awards.

SKILLS

- Business Development
- Product Definition & Roadmaps
- Program Management
- Pricing Strategy & ROI
- Strategic Alliance Development
- Customer Support & Training
- RFI, RFP, RFQ responses
- Sales Collateral, Data Sheets
- Alpha & Beta Product Trials
- PR and press management
- New Product Introduction
- Optical Networking, ROADMs
- Product Requirement Development
- Contract negotiation
- FAR & ITAR requirements
- Government bids & contracting
- MSA, XFP, X2 modules
- 10 Gbit/s Interfaces, FEC, SerDes

EXPERIENCE

The following job experiences were offered to me by the same CEO's and VPs who hired me as they moved onto other companies. So the frequent changes are in fact long assignments to the same leaders but under different umbrellas.

PROGRAM MANAGER, FTTP

LuminentOIC Inc., Chatsworth, CA – integrated photonic components & modules 2006 – present

- Manage relationships with key customers through alpha, beta, and manufacturing release of new products
- Resolve technical and delivery issues for trial and production products
- Develop collateral material including brochures, data sheets, and application notes

EXECUTIVE DIRECTOR, MARKETING & BUSINESS DEVELOPMENT:

Phasebridge Inc., Pasadena, CA – integrated photonic components – company closed Dec. 2006 2004 – 2006

- Managed strategic contracts awarded to Phasebridge. This covers managing customer expectations and working with Engineering to protect schedule and budget boundaries through effective risk management.
- Brought \$ 575K in funding to Phasebridge in government awards in 2004-2005. Prepared and submitted proposals to DARPA, AFRL, CCAT, SPAWAR, & other government agencies. Negotiated contracts with agencies.
- Managed responses to RFIs, RFPs, and RFQs from major defense contractors. Activities included the preparation of formal proposals and quotations to handling follow up questions. Prepared and negotiated contracts on awards.
- Defined the strategic market position of the product and wrote the product requirement documents, and sales support material such as data sheets and application notes. Established & maintained customer quotation records, action items, and followed up on issues.

PRODUCT MANAGEMENT/PRODUCT MARKETING (consultant and direct positions)

Novera Optics, San Jose, CA – acousto-optic dynamic gain flattening filters -- moved to Korea in 2002 2001 and 2003

- Developed the business case validating the new company product portfolio. Conducted market studies, interviewed key regional carriers to determine their system needs, and repositioned the company's portfolio for greater market impact.
- Stimulated customer interest by conducting evaluations of Novera products in their labs & systems

- Orchestrated strong press coverage by coordinating a joint demo at NFOEC '01 with a major manufacturer Sabeus Photonics, Chatsworth, CA – sensor systems company – laid off most employees Dec. 2002 2002
 - Redirected the company product roadmap from a Telecom component manufacturer to a sensor systems house for the oil & gas industry and designed a new corporate image
 - Created market traction with new website, data sheets, and trade show debut on time and under budget resulting in 50+ solicitations in 1st week
 - Expanded the company's product line & competitive offerings through the development of strategic supplier partnerships
- Santel Networks, Fremont, CA – a fab-less semiconductor company developing EDC – closed 2003 2001 – 2002
- Develop product portfolio and roadmap based on customer interviews. Established clear requirements for Santel's new product – saving time & money, and speeding the chip to market.
 - Lined up a series of trials for the new 10 Gbit/sec EDC (electronic dispersion compensation) receiver chip in systems and network configurations, and participated in field tests
 - Developed 3 major customer accounts to build future business when product was released

DIRECTOR, PRODUCT MARKETING

- Centerpoint Broadband Technologies, San Jose, CA – metro optical systems -- closed 2002 2000 – 2001
- Stabilized market and Telcordia requirements for first generation Metro system achieving product release
 - Developed product roadmap and Next Generation product requirements to guide future development
 - Promoted sales by providing on-time technical responses to RFI's, RFP's, and RFQ's
 - Enhanced employee productivity through mentoring and professional career growth

SR. PRODUCT MANAGER

- LaserComm Inc., Plano, TX – chromatic dispersion compensation for 10 & 40 Gbit/s -- closed 2001 1999 – 2000
- Built a customer base by developing contacts, making presentations, and product demo's and tests
 - Expedited LaserComm's entry into the market by creating a product roadmap with product plans and detail product requirements
 - Assured product suitability by educating the design engineers on Telcordia requirements for components

PRODUCT MARKETING MANAGER, Optical Networks

- Ericsson Inc., Richardson, TX -- metro and regional DWDM systems 1997 – 1999
- Instrumental in winning \$700K in sales of product to two major carriers
 - Set up a product marketing organization to win business, manage customer relations, produce on-time bid responses and sales forecasts, and provided technical support to Sales
 - Established product roadmap through detail current and future system requirements to meet customer needs with supporting business cases.

SENIOR MANAGER, Systems Solutions and Integration

- DSC Communications Corp., Plano, TX (now part of Alcatel-Lucent) 1995 – 1997
- Coordinated bid responses and contracts requested by International Sales on time, every time.
 - Developed account plan format to foster winning strategy scenarios. Conducted customer training.

PRODUCT MANAGER & SENIOR SYSTEMS ENGINEER

- Andrew Corporation – Product Manager, Satellite Systems, Richardson, TX 1993 – 1995
- Developed product specifications and defined new features for the telephony interfaces of the small remote satellite station equipment. Managed contracts, shipments, and dealt directly with customers.
- Andrew Telecom Networks. Sr. Systems Engineer – Network systems design.

- Designed fiber optic networks for Russian and Ukrainian operating companies using SDH (SONET) transmission equipment. Selected vendors, designed networks, wrote installation instructions – all were completed on time
- Resolved design and installation issues to deploy fiber optic rings in Moscow, St Petersburg, and in Kiev

PRINCIPAL ENGINEER & ENGINEERING MANAGER

ADC Telecommunications, Inc., Minneapolis, Minnesota,

1985 – 1993

Transferred to Product Development Center in Richardson, TX, February, 1992

- Developed and released a family of high-profit-margin fiber transport products for metro applications feeding SONET networks. Product line sales throughout the world have exceeded \$100 million to date.
- Created product specification, project scheduling, and met compliance to Telcordia and CCITT standards.
- Wrote technical response portions to customer RFO's which resulted in approvals and follow-on sales
- Led team of engineers through the development of several generations of telecommunication products.

EDUCATION

B.S., Electrical Engineering, University of Minnesota, Minneapolis, Minnesota
8 of 14 courses completed toward an MBA, University of St. Thomas, St. Paul, Minnesota

AWARDS, RECOGNITION and OTHER EXPERIENCE

- Senior Member of the IEEE. Currently Region 6 Southern Area Chair. Chair of the IEEE Buenaventura Section for 2004 & 2005. Vice-Chair of the IEEE Los Angeles Council for 2005. Founded Communications Society Chapter in 2005.
- Recipient of IEEE Regional Activities Board's Leadership Award for 2006.
- Served as the Section Attendance Facilitator on the Organizing Committee for NANOWorld 2005, Nanotechnology in Aerospace and Electronics held at LMU in Los Angeles. Also, moderator at the conference. See URL: http://www.nanoworldusa.com/pages/exec_commitee.htm
- Held several officer positions in the Dallas chapter of IEEE Communications Society, 1996 to 2000. Chapter was named "Chapter of the Year" in 1997 and 2000.
- Received "Recognition of Outstanding Service" award for the Dallas Section of the IEEE Communications & Vehicular Technology Society in May 2000.
- Served on the Technical Advisory Committee, University of Wisconsin—Stout, Menomonie, WI, 1987-1991
- Taught basic electronics, and hardware and software microprocessor design courses during evening hours at Hennepin Technical College in Eden Prairie, Minnesota for over ten years (over 1500 hours of class time).
- Patent # 3,826,532 Integrated Four-Phase Digital Memory circuit with Decoders. [early EEPROM device]

PUBLIC SPEAKING and PUBLICATIONS

- Presentation: "Fiber-to-the-Home Delivers High Bandwidth", IEEE ComSoc, March 2007
- Paper/present: "High Order Mode Dispersion Management Enables 40 Gb/s Transport", NFOEC'2000 8/00
- Paper/present: "Increased Regenerator Spacing Through Full Bandwidth Dispersion Compensation Yields Significant Cost Reductions". AMTC'2000 conference. 7/18/00
- Article: "Full Band Chromatic Dispersion Management", Lightwave magazine. July, 2000 issue
- Present: "Full Fiber Bandwidth Utilization Enabled by High Order Mode Chromatic Dispersion Management", Electronicast Monterey Conference. 5/22/00
- Present: "Opening Fiber Bandwidth with New Chromatic Dispersion Compensation" WCF (IEC) Conference. 3/16/00
- Article: "High Order Mode Fiber - An Innovative Approach to Chromatic Dispersion Management Enabling Optical Networking of Long-Haul High-Speed Transmission Systems", Optical Networks magazine. 1Q01
- Article: "Applying High Order Mode Fiber Technology to Manage Chromatic Dispersion of SMF and NZDSF Across the Transport Band". The Annals of the 11th International Meeting on Electro-Optics in Israel, November 1999.
- Present: "Opening Fiber Bandwidth with New Chromatic Dispersion Compensation Technology". IEEE meeting 10/19/99
- Article: "Full Fiber Capacity Realized with High Order Mode Technology" IEC Annual Review 2000, Volume 53
- Paper/present: "Overcoming Chromatic Dispersion and Nonlinear Effects with a New Dispersion Management Device". NFOEC'99 9/30/99
- Paper/present: "New Chromatic Dispersion Compensation Technology Opens the Bandwidth for Next Generation DWDM Systems". AMTC'99 conference. July 99.
- Present: "Making a Case for IP & ATM over DWDM", ISP Conference Fall '98, San Jose, CA, 9/30/98
- Paper/present: "The Evolution to Optical Networking", AMTC'98 Conference, Orlando, FL, 8/24/98
- Present: "Optical Networking & DWDM's Impact on Transport Networks", IEEE Technical meeting, 2/17/98
- Present: "DWDM Open Systems and Optical Networking", Canaccord Bandwidth Technologies Conference, 11/12/97
- Paper "The Impact of DWDM Optical Networks on Corporate Data Networks", Networld+Interop Fall'97, 10/8/97
- Article "Meeting the Needs of Telecom Users", Ukrainian Business Journal, November, 1995 issue.
- Present "HDSL, An Emerging T1/E1 Transport Technology", IEEE Technical meeting, Richardson, TX, 11/16/93