

VP Marketing – VP Strategy – CMO – Executive Management

Seeking a business leadership position in a technology firm that demands proven execution history across a wide range of areas. Dynamic and entrepreneurial executive with hands-on experience and demonstrated accomplishments in:

Program Management

New Technology Adoption

Business Development

Product Marketing

Alliances & Partnerships

Strategy & Planning

Analyst & Editor Relations

Teaching & Public Speaking

Team Building & Leadership

For more than 20 years I have participated in the biggest changes in the technology industry, and been in a leadership role through the most exciting and most challenging economic situations. Starting as an engineer in my first job, have progressed through Director to Vice President positions. Lead teams at billion-dollar industry leaders as well as in pre-revenue startups. Developed deep expertise in program management, and understand the importance of building “whole products” meeting all customer expectations. Built business across most geographies and managed introduction of a range of new technologies including semiconductor, EDA, eCommerce, social networking and embedded systems. My university education (BS Physics - Rensselaer Polytechnic Institute) has provided me with the strong foundation required to build and manage technology firms.

Representative Achievements in Key Areas

Building Business

- ❑ **(XMOS)** Added 900+ leads to the pipeline in just 12 months, and converted approximately 30% to contacts with revenue potential. Average acquisition cost per lead was <\$40. Designed and implemented a Salesforce CRM suite.
- ❑ **(Velogix)** Led a two-person sales team to accelerate 30+ active customer opportunities and landed multiple POs and LOIs for options on our products. Corporate spokesperson and industry advocate for a new product category.
- ❑ **(Xilinx)** Developed and executed the Spartan-3 restart campaign and grew family revenue to 21% of company revenue, and >60% market share. Worked directly with Field Sales to close a series of multi-million\$ deals.
- ❑ **(Kana)** Program Manager for an OEM Product for Nortel Networks. Handoff was two weeks ahead of the original 4-month schedule, and permitted Nortel to win multiple million-\$ infrastructure contracts.

Building Organizations

- ❑ **(Cadence)** Lead creative innovation on Cadence’ first Internet foray “SpinCircuit”. The resulting plan was used to launch a joint venture of Hewlett-Packard, Cadence Design Systems, Avnet and Flextronics.
- ❑ **(Altera)** Conceived, defined and launched the Altera MegaFunction Partners Program (AMPP), an alliance between Altera and Silicon intellectual property vendors. Grew it from 0 to 23 participants in two years.
- ❑ **(RAPID)** Founded an industry body to define and establish business conventions and standards for licensing semiconductor IP. Integrated with the work of VSIA to create IP protection mechanisms and license processes.
- ❑ **(matchmaker.com)** Co-founded the first Internet-based dating service. Developed early best-practices with online business, privacy issues, customer acquisition and customer retention. Sold to Lycos in 2000.

Building Leaders

- ❑ **(lecturer and analyst)** Invited guest lecturer at Stanford Business & Law schools and Queens University (Belfast); frequent technical & business expert for venture investors conducting pre-investment due diligence analysis.
- ❑ **(West Valley Flying Club)** As chairman of the board for two years, mentored GM to manage a \$6M organization. As a senior flight instructor, provide 1:1 instruction and group lectures on the entire range of aviation topics.
- ❑ **(US Army Reserve – 1986-1991)** Operations Officer for a 1000-bed general hospital (347th GH, Sunnyvale). Lead the 30-soldier team responsible for logistics, infrastructure, transportation and non-medical maintenance.

Chronological Career Summary

- ❑ **XMOS Semiconductor** (multithreaded processors) VP/Marketing, 2007-2009
- ❑ **Velogix** (high-performance computing “HPC” processors) VP/Marketing, 2006-2007
- ❑ **Xilinx** (programmable logic) Senior Manager of High Volume Products, 2003-2006
- ❑ **Lightspeed Semiconductor** (structured ASIC) VP/Strategic Marketing & Business Development, 2001-2003
- ❑ **Early Career** – Kana (Marketing Director); Cadence Design Systems (Director); Altera (Marketing Manager and Applications Engineer); National Semiconductor (Product Engineer)