

- Objective** Product management, strategic marketing or business development within the wireless industry
- Summary** Over 25 years experience in developing products and solutions for the telecommunication market, with a 14 year focus on system solutions for Wireless Service Providers, in the areas of Performance Management, Network and Service Quality, Revenue Assurance, Labs, and Operations. Served in positions of increasing authority in strategic marketing, product planning, and product development roles. Accomplished in the management of marketing and engineering teams and internal support groups in the development and deployment of enterprise system solutions. Significant experience in strategic planning, new business and alliance development.
- Skills**
Technical: Wireless technologies (LTE/WCDMA/HSA/GSM/GPRS/EDGE, CDMA/EV-DO); telecommunication specifications, network architectures and development methodologies (Agile)
Business: Investigating and understanding of customer needs/product requirements; Analysis of technologies; Team management; Planning and executing capital and operational budgets and P&L management; Management of large-scale projects
Communication: Executive level and technical presentations for customers and internal management, RFPs/responses, product specifications and design documentation; Authoring of articles, presentations for conferences and expos; Resolving problems, providing motivation, and building collaborative skills among teams; MS Office tools.
- Professional Experience**
- PCTEL** Germantown MD **Senior Product Manager** March 2015 – now
- Managed the scanning receiver test products and the applications that support
 - Extensive customer interactions through visits, calls, web sessions, seminars and public presentations at trade shows covering product requirements for planning, understanding use case, and supporting sales via “customer value / ROI” presentations
 - Create new, unique, industry leading solutions for DAS, small cell, and public safety networks
 - Developed new projects and processes that drove significant increase in direct and OEM sales
- Ascom** Reston VA **Service Product Manager, Technical Sales** June 2010 – Dec 2014
- Worked with multiple customers within top tier US wireless operators, implementing new customer and project management processes to solve road blocks and drive purchases
 - Drove the implementation of new LTE technology within our product and the adoption of new applications for improving high speed data service quality
 - Worked directly with multiple large wireless customers (including ATT and Verizon) to address their satisfaction issues with the product and restore them to strong, purchasing advocates
- JDSU** (Viavi/Acterna/TTC) Germantown MD **Product Management** March 2008 – May 2010
- Manage the RCATS product line, a solution for active monitoring of wireless networks
 - Manage customer relationships related to product requirements and planning, issue resolution, and application of the solution to a wide range needs in network management
 - Create the road map and requirements for compelling solutions with "market critical" features
 - Interface closely with engineering and other groups to design and produce the product
- PCTEL** Germantown MD **Product Management** November 2004 – March 2008
- Managed the product lines of RF scanners and applications for data collection and analysis
 - Worked with Sales developing new and existing customers relationships (OEM and direct).
 - Interfaced with customer’s to communicate product value and gather product requirements.

Casabyte (Acterna acquisition) Gaith. MD **Business Manager/PM** August 2003 – August 2004

- Supported the acquisition of Acterna's wireless business
- Worked with Sales to develop relationships with existing customers, ensuring customer satisfaction by addressing concerns while developing and communicating a business integration plan; successfully retained four of five top customers
- Planned a two-year product road map to meet customer requirements for existing product; integrated the SW/HW between Acterna / Casabyte product lines; managed the engineering development for the first two releases, beating target goals on both schedule and cost.

Acterna (TTC) Germantown, MD **Wireless BU Divestiture** November 2002 – August 2003

- Identified numerous acquisition candidates, qualifying and developing five valid candidates; Developed the business plan and detailed investor information, presenting information to executives from the potential buyers; Managed the divestiture preparation, including transition plan, staff retention and layoffs, and transfer of intellectual property, capital assets and inventory.

Acterna (TTC) **Director, Wireless Technology / Product Management** 1996 - 2003

- Co-founder of a new wireless solutions group (with an outside team), based on a new product concept and complete business plan presented to CEO and approved for funding.
- Developed 3-year strategic plans to successfully address Wireless Service Providers needs for improved testing tools for Service Assurance (QoS, end-to-end network verification) and Revenue Assurance (process automation, labor reduction and revenue enhancement).
- Strategic development and marketing plans resulting in the development and deployment of systems (still in use today) at top providers including ATTWS, Cingular, and Verizon.
- Primary responsibility for creating the AirAudit product line (WCDMA/GSM/GPRS/EDGE, CDMA/EV-DO), a totally new approach to solving the problems experienced by service providers (Revenue Assurance, Operations, Marketing and Engineering groups), automating manual processes, enabling them to reduce travel by >90%, providing rapid detection of problems (reducing detection time from months/weeks to days/hours), and recapturing revenue.
- Cultivated customer relationships (from engineering user groups through executive levels) to develop a clear understanding of business priorities and operational problems.
- Based on the information gathered, led the effort for creating product concepts and feature definitions, translating customer requirements into solutions with quantified, customer validated ROIs.
- Created project authorizations (business plan) to guide management in their evaluation and approval process, providing market research (segments, size, regions, penetration strategies, etc.), competitive analysis, development and manufacturing costing, pricing strategies, sales projections and final ROI (return on investment) analysis.
- Liaison to the development team and to customers to ensure that final product met expectations.
- Supported sales teams (previously unfamiliar with market of system solution for wireless operators), identifying opportunities, conducting concept presentations and product demos, providing executive alignment contact, and using customer ROI model to drive to closure.
- Achieved \$6.4 million in revenue in FY'02, 30-50% growth in sales each year
- Maintained telecommunications industry knowledge and technical expertise, serving as the subject matter expert for the wireless division and other divisions; published articles, prepared presentations and spoke at international industry conferences specific to wireless testing and revenue assurance.
- Managed Engineering team to produce designs in accordance with requirements and COGS target.

1994 – 1996	Principal Engineer, Systems and HW Design	TTC, Germantown MD
1990 – 1994	Principal Engineer Consultant	Independent (TTC), Germantown MD
1987 – 1989	Senior Network Consultant	DEC, Landover, MD
1985 – 1987	Senior Engineer, HW Design	Fairchild, Germantown, MD
1983 – 1985	Engineer, HW Design	Hughes, Germantown, MD
1982 – 1983	Systems Engineer	SBS, Vienna, VA

Education **BSEE** June, 1982 University of Maryland College Park, MD