

## Senior Technology, Products, & Business Management Leader

Accomplished, results-driven, and energetic senior business leader with 20+ years of diverse experience in all facets of product design, manufacturing, implementation, and management. Proven track record of developing and rolling out top-notch products that exceed consumer expectations. Seasoned in managing and delivering multiple concurrent client solutions and products on-time and under budget. Hands-on leader and influencer with excellent communication, analytical, negotiation, and problem-solving skills. *Areas of expertise include:*

Product Design & Management • Product Growth • Business Development • Team Leadership & Mentoring • B2B / B2C / B2G Expertise • Project Management • Business Operations Management • Client Relations & Support • Relationship Building Requirements Definition & Analysis • Continuous Process Improvement • Systems & Network Management Technical Support • Change Management • Forecasting & Planning • Diversity & Inclusion • Hebrew & French Fluency

### CAREER SUCCESS

**BACCH LABORATORIES, GAINESVILLE, FL**

**AUGUST 2018 – PRESENT**

#### CHIEF PRODUCT OFFICER

Advance company footprints by leading the design and development of new 3D audio projects and related products. Lead and mentor a team of five in-house engineers and oversee the work of external contractors and vendors. Conduct market research and analysis to further enhance product efforts. Cultivate and maintain relationships with prospective customers and partners.

- Realized a cost savings of \$200K+ in development costs in less than four months.
- Reduced project costs by 95% while simultaneously raising profits.
- Built an internal company lab and related anechoic chamber from scratch.
- Successfully introduced and integrated a new third-party solution to more efficiently support company products.

**SENSICS, COLUMBIA, MD**

**SEPTEMBER 2012 – JULY 2018**

#### CHIEF OPERATING AND PRODUCT OFFICER

Directed the design and development of new VR and AR projects and products. Managed a team of 8 in-house engineers and outsourced production, contractors, and vendors. Designed and produced numerous solutions during tenure.

- Championed a culture of operational excellence with a strong focus on customer satisfaction and loyalty.
- Introduced market diversity strategies to effectively target government, education, consumer, and corporate sectors.
- Invented and designed new consumer HMD's for the public VR market, including conceptualizing a device for a large key industry player that is expected to produce concurrent revenues of \$2M annually.
- Built the first full military HMD that created \$1.5M in additional revenue.
- Participated in industry networking and direct and indirect sales, trade shows, and product demonstration events.

**HI-G-TEK, ROCKVILLE, MD**

**JANUARY 2010 – SEPTEMBER 2012**

#### VICE PRESIDENT – PRODUCTS, SYSTEMS ENGINEERING, SOFTWARE DEVELOPMENT

Directed an engineering team in designing asset integrity solutions and cutting-edge products and systems that are used around the world each day, including in thousands of locations with more than \$5M in annual revenues. Ensured the system was fully-operational at all times and managed all integrations with other systems, hardware products, and existing customer systems.

- Managed key client accounts to ensure full integration with their platforms, thereby meeting unique requirements.

**MPRI / L-3 TECHNOLOGIES, COLUMBIA, MD**

**APRIL 2004 – JANUARY 2010**

#### MANAGER, SYSTEMS DEVELOPMENT & VIDEOCLICK PRODUCT

Led a talented engineering team in designing, configuring, and developing innovative systems and video software products. Developed, executed, and led numerous cross-functional engineering projects.

- Served as Product Manager for a \$2.5M VideoClick product that represented \$500K in annual sales; administered the project budget and additional budgets spanning \$100K to over \$250K each.
- Provided customized client support and ongoing training to support all product implantation and ongoing use efforts.

## ADDITIONAL CAREER EXPERIENCE

IOIMAGE, HERZILYA PITUACH, ISRAEL

JANUARY 2003 – APRIL 2004

**MANAGER – PRODUCT DEVELOPMENT AND MARKETING**

Oversaw the design and development of new video security products, managed teams of in-house engineers and external contractors and vendors, and directed the design of all marketing and communications collateral.

- Successfully built the sales and marketing division from the ground up.
- Conducted comprehensive market analysis while simultaneously gathering competitor information.
- Coordinated lead generation initiatives and participation in trade shows and other industry events and demonstrations.

VSOF, YOQNEAM, ISRAEL

JANUARY 1997 – JANUARY 2003

**VICE PRESIDENT OF PROFESSIONAL SERVICES – SYSTEMS ENGINEERING, SUPPORT, QUALITY ASSURANCE**

Directed system engineering, worldwide QA, and client support operations for a leading streaming media and video software company. Administered a \$2M budget and managed the daily operations of the company's professional services division spanning DevOps, IT, system and network management, internal support, and integration.

- Recruited, hired, and managed a talented 25-member team during tenure and coached individual staff in delivering high-quality work with an emphasis on continuous improvement.
- Held responsibility for all project development and management efforts, including negotiating contracts and pricing directly with vendors.

## EDUCATION &amp; CERTIFICATIONS

**Bachelor of Business Administration, Management Concentration** | Mercy College, Dobbs Ferry, NY**Associates Degree in Computer Engineering Technology** | SIVAN Computer People College, Israel**Associates Degree in Computer Aided Design & Drafting** | Ramat Gan College, Israel

## PROFESSIONAL AFFILIATIONS

**Active Member** | IEEE Computer Society (2004 – Present)

## TECHNICAL SKILLS

*Platforms:*

Windows, Linux, Android, Java, Client / Server Systems, Video Streaming Servers, Databases, web, Internet

*Tools:*

Video Streaming, VR, MPEG, AR, Eclipse, Android Studio, ASP, ASP.NET, JSP, HTML, HTML5, Visual Basic, VB.NET, TCP / IP, UDP, InstallShield, AutoCAD, GPRS, SAT, C#, 3D Engines, CRM, Zendesk, TeamViewer, SolidWorks, Autodesk Inventor, CRM, ERP, Adobe, Agile, Scrum, SDLC, PDLC, Jira, SaaS, GitHub, Salesforce, Adobe, Office, Word, Excel. Power Point, Project, Visio, Six Sigma, ISO 9xxx, SaaS

*Hardware:*

Servers, Desktops, Handhelds, Laptops, Tablets, Smartphones, Routers, Switches, Hubs, Encoders / Decoders, Modems, Satellites, Storage, Embedded, FPGA, PCB design, OLED, LCD, Optics, Mechanical design, GPS

## PATENTS

(WO2018053509) Head-Mounted Display for Public Use

<https://patentscope.wipo.int/search/en/detail.jsf?docId=WO2018053509>