

## **Bob Brand**

5567 La Jolla Hermosa Ave.

La Jolla, CA 92037

858-212-5943

[bobbrand@bobbrand.com](mailto:bobbrand@bobbrand.com)

<https://www.linkedin.com/in/bobbrand-software>

### **SUMMARY**

Seeking an exciting software engineering leadership opportunity. Strong communicator, technical, flexible, collaborative, team builder. Manager of teams from 20 to 70 developers working on embedded, mobile, and desktop software solutions in the consumer and IoT spaces.

### **EXPERIENCE**

#### **Turtle Beach, San Diego, CA**

*May 2020 to Present – Senior Director of Software Engineering*

##### *Turtle Beach Management Role:*

- Overall management responsibility for Turtle Beach firmware and software teams in California, New York, Guadalajara, and Hamburg. These teams create headset firmware and mobile and desktop software solutions for best-in-class console and PC gaming accessories working with cross-functional internal teams and MPAs to develop and test Turtle Beach products. Software and firmware is a growing team of 18 full-time and 6 contract employees
- Established near-shore team in Guadalajara to augment engineering teams in the U.S. during the pandemic
- Increased Turtle Beach Audio Hub iOS store rating from 2 stars to 4.7 stars and increased the Android store rating to 4.5 stars
- Introduced several Agile workflows for software engineering, worked with product management to create the first product backlogs
- Introduced software analytics in our mobile applications using Microsoft AppCenter and Application Insights with Kusto queries
- Prototyped YAML-based pipelines based on GitHub actions and Python software automation solutions while recruiting and onboarding a devops engineering lead to own and build on capabilities to improve automation of release deployments and continuous integration
- Introduced tools and workflows for software development and design including introducing Atlassian Confluence to the organization while contributing hundreds of pages of documentation for designs, processes, diagnostics, interfaces, pipelines, tools, recruiting, and onboarding
- Streamlined the localization workflow for mobile and desktop by engaging a new translation vendor and adopting POEditor to manage resource files fully documenting the end-to-end process

*Turtle Beach Technical Lead Role:*

- Wrote headset Bluetooth LE implementation in C based on Bluetopia stack and TI Bluetooth controller
- Wrote headset embedded Bluetooth audio/LE/voice prompt solution in C including a new embedded host library and mock. Uses a Cypress/Infineon Bluetooth audio SoC
- Executed and debugged Bluetooth SIG PTS profile testing for all designs that use Bluetooth connectivity
- Wrote multi-threaded gang firmware updater in Python using PyUsb enabling eight or more headsets to be upgraded in parallel
- Developed automation testing modules using Python PyUsb and PySerial and prototyped software test automation of headset hardware
- Scripting in Python using jira, gitpython, trello, ftputil, openpyxl, request, and github3 modules
- Developed firmware update DLL in C# for Windows desktop
- Integrated Xamarin carousel nav controller and various other debugging tasks on mobile

**Cypress Semiconductor, San Diego, CA**

*May 2017 to Mar 2020 – Director of Software Engineering, IoT*

- Directly managed four firmware and software teams in San Diego, San Jose, Maryland, and Taiwan, with dotted line responsibility for two teams in Bangalore. Team size of 46 engineers with 5 managers.
- Delivered Bluetooth and LE software and firmware solutions on Cypress Semiconductors for IoT segments that include wearables, audio, automotive, set-top, HID, remote controls, digital assistants, consumer devices, and the Cypress WICED software development kit

**GoPro, Inc., Carlsbad, CA**

*May 2015 to March 2017 – Senior Engineering Manager*

- Managed software development for the GoPro iOS Capture and Android Capture mobile apps in addition to Android, iOS, and embedded wireless SDKs and embedded Linux interface firmware for GoPro cameras.
- Managed 30 engineers organized into four mobile teams and one embedded team.
- Doubled the size of San Diego mobile development team, provided leadership and mentoring to engineers, led teams to codify engineering workflows and processes across platforms.
- Technology included the introduction of mobile client implementations of GoPro's new cloud based media storage, internationalized mobile UI, RESTful API, behavioral and diagnostic analytics, media management, as well as WiFi and Bluetooth Low-Energy (BLE) connectivity to GoPro cameras.
- Worked together with product managers, UX designers, program managers, system architects, and QA engineering using agile methodologies to deliver world-class mobile applications supporting millions of active users.

**Broadcom Corp., San Diego, CA**

*May 2008 to May 2015 – Engineering Director*

- Managed teams from 45 – 70 software engineers in California, Maryland, and Bangalore.
- Promoted and helped instrument Broadcom's Bluetooth and NFC open source protocol stack contributions to the Android AOSP. Worked together with Broadcom's business development and legal teams and Google's Android team to contribute to the success of Broadcom and Google's collaboration.
- Led teams to build software reference platforms and advanced connectivity features on platforms including Android framework and mobile apps, iOS, Windows, Linux, WebOS, Tizen, and embedded RTOS.
- Responsible for delivering Broadcom's Bluetooth and Bluetooth Low Energy protocol stacks and NFC protocol stack in both open source and proprietary applications.
- Worked closely with Broadcom's marketing, sales, and international customers to provide sales collateral, technical innovations, customizations, and software support, promoting Broadcom's portfolio of Bluetooth, NFC, and combo silicon solutions.

**Staccato Communications Inc., San Diego, CA**

*May 2005 to May 2008 – Director of Software*

Staccato Communications was founded in 2002 to develop the world's first single-chip CMOS Ultra-Wideband SoC. Its products included single-chip integrated circuits, device adapters, reference design kits, and software development kits.

- Grew and developed a software team responsible for embedded MAC firmware, framework, tools, drivers, kits, and applications of UWB Ultra-Wideband technology.
- Worked closely with marketing, sales, and international customers to provide support materials and training collateral. Provided on-site technical support to promote Staccato's Ultra-wideband technology to key customers.
- Initiated and managed outsource activities in India.

**Broadcom Corp., San Diego, CA**

*May 2004 to May 2005 – Senior Engineering Manager*

- Broadcom acquired WIDCOMM in May 2004. This work is post-acquisition extension of the work performed while at WIDCOMM.

**WIDCOMM Inc., San Diego, CA**

*May 2000 to May 2004 – Director of Engineering*

WIDCOMM was a startup founded in 1998 that provided Bluetooth software solutions for PCs, mobile phones, automobiles, and consumer devices. The WIDCOMM Bluetooth stack was the Bluetooth SIG's first qualified product. Broadcom acquired WIDCOMM in May 2004.

- Managed a team of engineers, growing, mentoring, and developing the team over four years to develop BTE and BTE Mobile Bluetooth protocol and profile software.

- Spoke on topics related to Bluetooth technology at 3G Mobile Systems Conference in Tokyo, Japan, and for the San Diego Telecom Council's Bluetooth SIG.
- Designed, documented, and led implementation of software development processes and software configuration management for WIDCOMM.
- Managed outsource activities for groups locally, in India, and Russia.

**DENSO International America, L.A. Laboratories, San Diego, CA**

July 1997 to May 2020 - *Senior Member of the Technical Staff*

- Call Processing Software Lead for Sprint Touchpoint® CDMA and PCS handsets based on Qualcomm MSM technology

**NextWave Telecom, TELE\*Code Consumer Products Division, San Diego, CA**

May 1996 to July 1997 - *Senior Software Engineer*

- Contributed to the software development of a CDMA (J-STD-008) PCS transceiver

**Motorola Inc., GSM Subscriber Group, Libertyville, IL**

August 1989 to May 1996 - *Senior Software Engineer*

Proud member of the newly formed GSM subscriber group that developed the world's first commercial GSM digital cellular phone.

- Wrote embedded C and C++ software for mobile phones

**PATENTS**

US Patent 9,306,626:

- NFC device context determination through proximity gestural movement detection.

**EDUCATION**

DePaul University, Chicago Illinois

**M.S. Computer Science, 1996**

Data Communication emphasis with additional coursework in human-computer interaction

G.P.A. = **4.0/4.0**

Case Western Reserve University, Cleveland Ohio

**B.S.E. Computer Engineering, 1989**

Certificates

- Bootcamp: Big Nerd Ranch: iOS Software Development in Swift, 2017
- Mobile Application Development in ReactNative

Programming

- Embedded C and Python, limited experience in languages like C# and C++, coursework in Swift and JavaScript