

ALI SARDAR

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Career Profile

A results driven product marketing professional with over 8 years of experience covering a broad range of industry segments such as enterprise WLAN, Mobile, IoT and Cloud-based Analytics.

Education

Masters of Business Administration (MBA), UC Berkeley, Haas School of Business, 2015-2018

Focus: Marketing, Entrepreneurship, and Venture Capital

Activities: Haas Venture Fellow – helped organize inaugural VC Connect event connecting Berkeley led startups with VCs.

Bachelor of Electrical Engineering, McMaster University, Hamilton, Ontario, Canada, 2006

Work Experience

Product Management

& Marketing Strategy Consultant

Adolene Inc, Santa Clara, CA

2014 – Present

Heading product management and marketing initiatives for a seed-stage startup seeking to develop a cloud-based IoT platform for Industrial, Cold-Chain, and Smart-Building applications. Involved in multiple aspects of product definition and go-to-market activities. Highlights:

- Repositioned original product towards the Cold Chain and Smart-Building segments. Conducted market research and interviewed target customers and partners to identify opportunities and translate pain points into a compelling product concept.
- Crafted user stories and collaborated with cross-functional teams to generate PRDs articulating functional requirements and desired features for sensor hardware and cloud-based elements (alarm/notification engine, user dashboard, reporting/visualization, and analytics)
- Created marketing collateral to build web presence to enable product sampling resulting in the acquisition of pilot customers.
- Led the UI/UX redesign of web and mobile user dashboard to make user experience simple and intuitive.

Strategic Initiatives

- Spearheaded the specification of a Predictive Analytics engine in collaboration with HVAC experts and researchers at Berkeley. Research was used to submit a concept paper pursuing a DoE grant of \$1.2M to develop intellectual property pertaining to predictive maintenance and failure detection in commercial HVAC systems in collaboration with Lawrence Berkeley Labs and a commercial third party.

Senior Product Applications Engineer

Qorvo Inc, San Jose, CA

2012 – Present

Collaborating with Marketing, Sales and Engineering, to drive product adoption with ecosystem partners and end customers within the enterprise WLAN, Mobile, In-Home Connectivity and Wearable market segments. Highlights:

- Single-handedly responsible for all design and support activities associated with a broad customer portfolio grossing over \$200M a year.
- Grew Qorvo's broadband access product revenue from \$8M a year to \$18M a year by securing wins strategic OEM customers.
- Helped define new enterprise WLAN product roadmap by incorporating customer and chipset partner insights into product specifications.
- Worked collaboratively with marketing and development teams to launch three new products within a year with a TAM of \$150M.

Product Applications Engineer

Qorvo Inc, San Jose, CA

2011 – 2012

- Customized reference designs to capture design slots with major cable-TV infrastructure OEMs resulting in \$4M in revenue over 2 years.
- Expanded legacy product applications into adjacent overseas FTTH market with projected year-over-year growth of \$13M.

RF Design Engineer

Com Dev Ltd, Cambridge, ON, Canada

2007 – 2010

- Designed and developed advanced transceivers for weather and communication satellites.
- Developed product concepts alongside business development to secure contracts worth \$3-\$5M.
- Conducted RF system analyses and designed front-end blocks using ADS and Momentum.

Achievements:

- Designed a frequency converter unit for GPS tracking and search and rescue function for European Space Agency's Galileo Program comprising of a constellation of 33 satellites. Prototype was shortlisted along with two others for pre-launch assessment.