

SONNY CHEN

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Cupertino, CA 95014

PROFILE:

- Accomplished Marketing professional with 17 years of Cisco Product Management, Product Marketing and Business Development experience.
- Demonstrated success in complete high tech products lifecycle marketing including launch, transition, and end-of-life through both direct sales and indirect channels.
- Proven track record in driving large scale cross-functional projects with multiple Cisco business units and partners.

EXPERIENCE: CISCO SYSTEMS, INC.

10/04 – Present

Senior Product Manager, Business Development Manager, Cable Access Segment San Jose, CA

- Manage profit and loss of networking product portfolios exceeding annual revenue of \$500M.
- Direct product lifecycle, product transitions, new product requirement definition, and roadmap planning in collaboration with a team of 300+ engineers and 6 Product Managers, established Cisco's industry leadership with 60% market share.
- Launched new products covering the complete range of entry-level, mid-range, and high-end platforms.
- Led complex product integration program with the Linksys acquisition, influenced organizational and technological integration to launch best-in-class, world's fastest cable modem to enable advanced multimedia services.
- Increased market share of business unit's mid-range platform by 10%+, from \$180M to over \$200M revenue.
- Create sales collateral and customer presentations. Present product evolution strategies to Fortune 50 executives at director level and above.
- Spoke at industry trade shows to audience size ranging from 80 to 300. Served as industry analyst contacts.
- Supervise one mid-level Product Manager.
- Recognized with multiple Cisco Achievement Awards for exceptional contribution.

Product Manager

12/98 - 10/04

- Defined software features and roadmap strategy.
- Managed profit and loss responsibility of software and entry-level hardware products with annual revenue exceeding \$50M.
- Launched one hardware product line addressing emerging markets. Gained market share leadership within one year, surpassed competitors who had time-to-market advantage.

Senior Software Engineer, Network Software and Systems Technology Group

11/97 - 12/98

- Improved software development process to reduce weekly engineering cycle-time and accelerate product launch.

Software Engineer

10/96 - 11/97

- Led a project team of 10 engineers to migrate hundreds of engineers to new software development environment to increase productivity and code quality.

TRW ENTERPRISE SOLUTIONS, INC, acquired by **CSC**
Software Engineer

10/95 - 8/96
Oakland, CA

- Improved customer response time by streamlining existing software development processes.
Reduced weekly engineering cycle-time for customers, including American Express, by 20%.

HOUSEHOLD CREDIT SERVICES, acquired by **HSBC**
Senior Business Systems Analyst, Business Systems Analyst

10/94 - 9/95
Salinas, CA

- Led IT integration projects with vendors as a business unit Technical Leader, achieved \$1M+ in annual savings.
- Managed one full-time employee in charge of financial reporting.

Management Associate

7/94 - 10/94

- Analyzed fraud trends and launched risk-control initiatives that realized \$300,000+ annual savings.
- Initiated IT integration with Visa and MasterCard International, saved \$200,000+ annual costs.
- Managed one part-time employee during the rotational management development program.

EDUCATION:

UNIVERSITY OF CALIFORNIA, BERKELEY, HAAS SCHOOL OF BUSINESS

12/16

Candidate: **Master of Business Administration**

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

6/94

Major: B.A. **Business Economics**

Computer Science, completed all lower division course requirements

UNIVERSITY OF CALIFORNIA, SANTA CRUZ EXTENSION

Certificate **Software Engineering and Management**

6/97

Certificate **Information Technology Management**

6/99

STANFORD UNIVERSITY PROFESSIONAL DEVELOPMENT CENTER

Advanced Project Management courses

Ongoing

CISCO SYSTEMS, INC.

Leadership and Management Development courses

2000-Present

EXTRACURRICULAR ACTIVITIES AND AWARDS:

President, Vice President, Treasurer, member — Toastmasters

2006-2012, Present

Member — School Site Council, Regnart Elementary School

2013-2015

President, Team Captain, member — Tomodachi Tennis Club

2001-2006

President — Silicon Valley Chapter, UC Santa Barbara Alumni Association

1999-2001

Toastmaster of the Year, Area F3, San Jose, California

2008-2009

Second Place Winner, Evaluation Speech, Division F, Santa Clara County, California

2008, 2009

PERSONAL:

Languages — Mandarin Chinese, Taiwanese, English

Hobbies — Travel, Tennis, Gardening