

## Managing Director; Phoenix Hawke LLC

Innovative results oriented executive level technologist with 35 years of experience in corporate, technical and product management. Products developed span a wide variety of technologies to include: videoconferencing, communications, image processing, machine vision and robotics, embedded controllers, interactive terminals, industrial controls, facsimile, printers, medical instrumentation, and scientific computing. Strong skills include: software hardware and industrial product management, strategic corporate and product planning, the ability to bring a product from idea, through design, development and production to a market solution. Years of hands on experience, combined with "out of the box" thinking result in novel solutions. Reputation for rapidly getting to the heart of an issue and producing reliable, easy to use products.

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- Out of the box thinking
  - Lead by example engineering management style
  - Rapid situation assessment
  - Exceptional trouble shooting skills (technical & managerial)
  - Technologically current
  - Customer focus
  - Broad range of technical expertise
  - Good grasp of mechanics and physics
  - efficient use of resources
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## High Lights of Professional Accomplishments

### As an Entrepreneur and Executive:

- Founded five Successful Companies: Gentech, Itran, Production Catalysts, Zydacron & Phoenix Hawke
- Raised over \$15M dollars for start ups

### As a Management Consultant

- Redirection of product lines: Starrett, Kronos, Termiflex & RemoteReality
- Restructured departments: Termiflex, Imagitex, Data Recording Systems, Kronos, Starrett, Rockford Fosgate
- Prevented bad investments: EG&G Ventures, RemoteReality, Termiflex
- Renegotiated deals: Termiflex, Pronounce Technologies

### As an Engineer

- Architected New Product Lines: Kronos, Starrett, AT&T, Zydacron, Itran
- Designed New Products: Starrett, AT&T, Helicos
- Redesigned Products: Imagitex, Starrett, Proconics, Data Recording Systems
- Rapid Solution to Difficult Technical Problems: Kronos, Proconics, Helicos, Starrett, Data Recording Systems, Imagitex and IBM

## Professional Experience

**Managing  
Director**

Phoenix Hawle LLC, Manchester,  
NH

11/2001 to Present

*Founded consulting firm specializing in management, strategic and product development in the communications, videoconferencing, measurement, computing and controls marketplaces. Major*

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*accomplishments include:*

- L. S. Starrett Corporation: Convinced senior management to develop wireless data collection system for hand held instruments (calipers, micrometers etc). The successful product line known as *DataSure Wireless Data Collection System* ([http://www.starrett.com/pages/1119\\_datasure\\_wireless\\_data\\_collection.cfm](http://www.starrett.com/pages/1119_datasure_wireless_data_collection.cfm)) replaced competitive products while increasing sales and penetration of the standard product line. Reorganized & managed Advanced Technology Division. Served as interim VP of engineering & helped recruit new permanent VP.
- LiquidPiston, Inc: Consultant and Interim CEO, guided the company during the planning and preparation phase to raise VC funds
- Gateway: Architected videoconferencing equipment line
- RemoteReality, Inc : After product analysis dissuaded company from signing major OEM deal; a year later CEO acknowledged the contract would have destroyed the company
- Rockford Fosgate: Engineering department evaluation resulting in major reorganization; design review and problem remediation of amplifier line
- Helicos Biosciences: Design of informatics engine; design of informatics storage system; design review and problem remediation of circuitry for Heliscope; servo design
- Videoconferencing Clients (under NDA): Marketing and technical support

**CEO**

Zydacron, Inc, Manchester NH

1/93 to 11/2001

*Founded Videoconferencing (VC) manufacturer which became the largest supplier in the industry to the two market leaders in the 90's Intel and PictureTel:*

- Founded the company and recruited all of senior management and senior technical staff
- Raised \$12M in venture money; mostly common stock
- Landed largest OEM supply deal in VC space with Intel. This required written authorization from Andy Grove to allow use of "non-native signal processing" in Intel's "Team Station" videoconferencing offering ("non-native signal processing" means the Pentium did not process the video or audio data)
- Landed second largest OEM deal with PictureTel to replace their internally developed PC add-in card with Zydacron's. Zydacron's product was so much more reliable that (MTB 1.2M hours) replacement stock was reduced from 20 per country to 1 per continent.
- Company sold to large OEM customer in 2002

**Managing  
Director**

Production Catalysts, Inc Manchester, NH

5/87 to 12/93

*Founded consulting firm specializing in management, strategic and product development in the communications, machine vision , robotics, measurement, computing and controls marketplaces. Major clients included:*

- AT&T Microelectronics: Hired in to provide systems level guidance for proposed videoconferencing chip set, architected the "controller" chip (3 chip set, encoder, decoder, and controller). Designed reference boards, provided support to PictureTel, NCR, Apple & Acer to design chips into their products. Zydacron was spun out of this assignment
  - Imagitex Inc: Manufactured text and image scanning and editing products. Brought in by board of directors to assess products and engineering department. Recruited new VP of engineering, redesigned analog front end and optics bench of high performance scanner which resulted in a working product and \$1K/device cost savings. Scanner's performance
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- persuaded DuPont to buy the company
- DuPont: Designed acoustic two dimensional cropping system for scanner
- Kronos Inc: Manufacturer of time and accounting hardware and software. Brought in by CEO to assess new product development. Recommended product be scrapped and then architected the System 70 which became the flagship product for over 10 years. Reorganized engineering manufacturing interface which eliminated finger pointing between departments while increasing product reliability and reducing costs
- Termiflex Inc: Brought in by CEO as interim VP of engineering. Renegotiated major OEM deal with QUALCOMM from a loss to a profit; restructured engineering by eliminating marginal players and bringing in new talent. Rescued several OEM deals from technical default. Hired in new VP of engineering
- EG&G Ventures: Technology assessment. Recommended four companies, recommended against two. Three of the four went public after the EG&G investment. Of the two that were not recommended one turned out to be a fraud and the other went chapter 7.
- Proconics Inc: manufacturer of wafer handling robots. Redesigned sensor interfaces and eliminated sources of unreliable operations in the rest. Company was acquired
- Data Recording Systems: Manufacturer of high resolution printers. Brought in by CEO to assess product and act as temporary VP of engineering. Redesigned major portions of product and hired in VP of engineering. Company was bought by ECRM
- Cognex Inc: Leading supplier of machine vision. Brought in by CEO to eliminate EMI susceptibility of mainline product. Problem was eliminated and in-house staff tutored on how to avoid same issues in future products
- FasFax, Inc: Point of sale terminal manufacturer. Brought in by CEO to assess engineering department and product issues.

### **VP Engineering**

Itran, Manchester, NH

1/82 to 5/87

*Founder of pioneering machine vision company. Became second largest supplier to GM and went public in the 90's*

### **Education**

**MSEE**

MIT, Cambridge, MA

2/72

**BSEE**

The Cooper Union, NY, NY

6/70

### **References**

References are available upon request.

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