

BRION FEINBERG

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TECHNOLOGY PRODUCT MARKETING EXECUTIVE

Experienced technical product marketing executive with a solid track record for bringing new, innovative technology-based products and services to market. Unique combination of deep technical skills along with strong marketing, team building and leadership capabilities. High energy with excellent communication and presentation skills. Successful in both start-up and large corporate environments. Honors graduate from Princeton and Stanford Universities. Areas of expertise include:

- Moving technology from concept to market-ready product
- New product launch planning and execution
- Establishing channel and technology partnerships
- Production of complex software systems
- Creating and analyzing business cases
- Mobile, data and voice networking technologies
- Converged services – digital media, Voice over IP
- Consumer-focused technology services
- Operations planning and OSS architecture
- Data warehousing and visualization technologies

PROFESSIONAL EXPERIENCE

DAX TECHNOLOGIES, Matawan, NJ

2010 - Present

Chief Marketing Officer and Executive Vice President, Product Management

Responsible for marketing and product strategy for the market leading InTouch Customer Experience Management (CEM) system. The InTouch software product enables mobile and fixed-line service providers to monitor the end-user's customer experience, via collection and analysis of data from a variety of network end points and network equipment. Under my guidance, annual revenue for the InTouch product grew to \$3.8M in 2010 and is projected to exceed \$7M in 2011. Marketing responsibilities included defining marketing and public relations strategy, interaction with press and analysts, sales support and product demonstrations, and development of marketing communication materials. As the lead for the product management and engineering team, I managed the technical team and successfully launched the first feature-complete commercial product version in April 2011.

MFORMATION, INC., Edison, NJ

2008 - 2010

4G Product Manager

Responsible for all aspects of product definition and technical specifications for the Mformation WiMAX Service Manager, the market leading device management system for WiMAX service providers. Developed market and product requirements, produced roadmap and marketing strategy, coordinated release planning, provided investment business cases and supported sales, resulting in revenues over \$15M in the first year after market launch. Actively represented Mformation at WiMAX Forum standards meetings. Developed LTE product strategy.

FEINBERG CONSULTING, LLC, Morganville, NJ

2007 - 2008

President

Provide business and product management consulting services for technology-based companies. Developed business cases for new product concepts and defined new product market requirements. Successfully launched a mobile media service, acting as VP Product Management for CMWare, Inc. Defined customer-specific system integration architectures. Created an ROI analysis required for a major new software sales opportunity.

SERENITI, INC., Jersey City, NJ

2003 – 2006

Founder and Vice President, Product Management

Responsible for all aspects of product definition and business strategy for the Sereniti Smart Home Networking service. Sereniti provided managed services for the networked, digital home, relying in part on specialized hardware and software installed in the consumer's home.

- Created the original business idea; defined the company business plan and investor pitch
- Successfully obtained initial venture capital funding (\$4M)
- Conducted extensive market research, including direct consumer surveys
- Identified key market requirements, defined and documented detailed product requirements
- Developed sales support materials and provided technical sales support
- Assumed VP Engineering responsibilities (May 2006), managing 20 developers (15 in India) and 5 testers. Implemented structured quality control process, resulting in on-time, quality product delivery in October 2006

VIOLA NETWORKS, Somerset, NJ**2002-2003**Vice President, Product Management

Responsible for all aspects of product definition, business strategy and marketing for the Viola Networks' NetAlly product line. Implemented a major shift in the product strategy.

- Identified the new product direction and defined a multi-year strategy to refocus the company as a provider of management systems for converged (voice and data) networks
- Specified the new product requirements to address this market and monitored the Israeli-based R&D effort to make the necessary product changes
- Defined and coordinated a launch plan for the new product, including development of all sales and marketing collateral
- Successfully managed a public relations and marketing campaign that established Viola as a major vendor in the Voice over IP (VoIP) space
- Managed partnership with Agilent
- Defined and authored the business plan and presentation that was used to raise additional funding (\$11.1M)

APOGEE NETWORKS, Saddle River, NJ**2000-2002**Director, Product Management

Responsible for product definition and business planning for Apogee's service provider billing product. Apogee Networks initially developed billing/charge-back solutions for enterprises. Managed the market launch of a new product to provide billing capabilities in the service provider space.

- Defined the initial product release, based on extensive market analysis.
- Defined value propositions
- Developed marketing collateral
- Determined sales channel strategy (direct vs. indirect) and delivered sales team training
- Established pricing models, projected product revenue and evaluated product profitability
- Worked closely with all other organizations (marketing, engineering, customer support, sales) to define the full scope of the product and insure that all aspects of the product were in place for a successful product launch.
- Investigated other potential markets and developed the strategy for product evolution.

AT&T/LUCENT TECHNOLOGIES, Holmdel, NJ**1980-2000**Product Manager, Technical Manager (Director level) – Communications Software1990 - 1999

Managed groups responsible for product management and product definition (systems engineering) for several large Lucent network management software products, including the OneVision™ Data Network Management System and the NetMinder™ performance management product family. The OneVision project was an integrated offer, managing data networks (fault, performance, configuration management, along with some aspects of service level management). The NetMinder system was the market leading system for overload control and performance management of large voice networks.

- Developed the business strategy and product definition of new Lucent software products, particularly focused on supporting data services.
- Defined product pricing, established business policies and forecast and tracked product revenue
- Established and maintained partnerships with four outside vendors (Concord, Micromuse, Syndesis, Aprisma)
- Provided technical pre-sales support for the European and North American markets
- Defined requirements for a next generation NetMinder product and the initial OneVision release
- Led several quality improvement and process definition efforts, including an ISO9001 registration program
- Led the efforts to integrate the QIP and VitalSuite™ products (obtained via acquisitions of software start-up firms Quadritek and VitalSigns) in to the Lucent management systems portfolio.

*Member of Technical Staff**1980 - 1990*

Systems engineering and project management assignments including

- Planning and coordination of a major upgrade of the AT&T Switched Network routing architecture (project was successfully implemented on schedule).
- Design and analysis of flexible routing systems for various communication network applications, including development of a flexible routing system for the FTS2000 network.

EDUCATION

Ph.D. Engineering Economic Systems, Stanford University

MS, Electrical Engineering, Stanford University

BS, Electrical Engineering and Computer Science, Princeton University, Summa cum laude