

HARRY HIRSCHMAN

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Objective: Senior product marketing, product management or business development position at a technology company with the potential to change the game in its segment and capture the lifetime value of its customers by exceeding their expectations

EXPERIENCE

PATHSCALE, INC.

Director of Product Marketing

Mountain View, CA

Jan 2005 - Apr 2006

Venture-funded startup that develops high-performance interconnect ASICs and adapter cards for InfiniBand clusters, a 64-bit compiler and MPI development tools; Acquired by QLogic (NASDAQ: QLCG) for \$109 million in cash

- **Product Marketing:** Launched two InfiniBand (HTX and PCI Express) adapter product lines into the High Performance Computing market; Recruited and managed channel partners worldwide; Managed internal lead generation programs and joint programs with channel partners; Developed customer references, white papers, case studies, data sheets and other collateral; Developed and maintained website messaging, content, and presence; Executed worldwide tradeshow participation; Led the customer and partner communication programs and drove PR/AR activities
- **Product Management:** Developed strategy and positioning for the InfiniPath HTX and PCIe InfiniBand adapter cards and their software stacks; Developed and maintained the competitive analysis and created corporate presentations for customers, partners, press and analysts; Created and delivered field sales training for resellers and channel partners
- **Business Development:** Persuaded motherboard manufacturers to launch over one dozen products with HTX expansion slots; Convinced resellers, channel partners and switch vendors to put HyperTransport -enabled products on their standard pricelists; Participated in obtaining a round of venture funding
- **Chairman,** Marketing Working Group, HyperTransport (HT) Consortium: Planned and executed the launch of HT3, the industry standard for HT-based products; Led the development and execution of programs to engage members in joint marketing and lead generation activities; Furthered the development of the HT ecosystem

SUN MICROSYSTEMS, INC.

Senior Manager / Principal

Menlo Park, CA

Jun 2000 - Jan 2005

x86 Entry Server Product Line, Network Systems Group

- **Product Development / Product Program Manager:** Led three cross-functional teams developing products based on Intel's x86/IA32 architecture including the team that released the Sun Fire V40z (a four-processor, AMD-based server that set world-records for multiple performance benchmarks) on schedule and under budget; Responsible for driving all customer requirement, product specification, vendor selection, development, integration, and "go-to-market" activities; Drove programs through Sun's eight-phase product life-cycle process; Cancelled products that did not support the company's strategy
- **Strategy Development:** Led a strategy team that recommended to the CEO's Portfolio Strategy Group a broad product line based on AMD chips that resulted in a major strategic alliance between Sun and AMD and the eventual introduction of six hardware products and an acquisition

Mobility Strategy and Market Development Group

- **Wireless Strategy and Business Development:** Responsible for developing Sun's strategy for the wireless industry as part of this unique "horizontal solutions" group; Developed go-to-market strategy for Java-based wireless content and gaming, including market requirements, market forecasts and business planning; Sourced venture investments for Sun's \$200 million wireless fund

Corporate Development (M&A) Group

- **Venture and Strategic Investments:** Responsible for achieving strategic advantage for Sun by managing a portfolio of 20 venture capital investments concentrated in Digital Media totaling approximately \$125 million; Developed and presented a Digital Media strategy to senior executives; Board of Directors observer for Sun; Authored a business plan for a technology spin-out that was later funded
- **Acquisition Integration:** Led a cross-functional team for the post-acquisition integration of an international workload management (WLM) software company; By bundling WLM software with their workstations, Sun was able to change the paradigm in the technical computing market from "Chip Speed" to "Resources Available on the Network"; This technology became the cornerstone of Sun's N1 Strategy

BOOZ·ALLEN & HAMILTON INC.

Senior Consultant, **Information Technology Team**

*San Diego, CA
Sep 1997 - Jun 1999*

Project Management and Control (PM&C):

- **IT Strategy:** Led the requirements analysis and PM&C implementation efforts for the Navy's Information Technology Procurement Command, a \$2.5 billion organization
- **Project Management:** Led a group of 10 specially trained consultants who worked with a large organization to horizontally integrate their disparate products into one seamless product with a common release cycle
- Earned **Project Management Professional (PMP)** Certification from the Project Management Institute

Other client engagements and areas of expertise include:

- **Business Process Re-engineering:** Co-led the effort for the County of San Diego
- **Outsourcing and Privatization:** OMB A-76 project saved the Navy \$27 million over five years on its west-coast child development program; Team was nominated for a Professional Excellence Award
- **Life-Cycle Cost Estimating:** NASA liquid fly-back rocket booster for the Space Shuttle

UNITED STATES NAVY

Lieutenant

Naval Aviation Depot North Island

*San Diego, CA
1996 - 1997*

Deputy Program Manager, Fleet Support

- Part of a 35-member military team assigned to a Navy organization consisting of over 3,500 civil-service employees (the largest Aerospace employer in San Diego)
- Managed over 125 technicians who traveled in teams domestically and internationally to perform major repairs on damaged aircraft; Received the highest customer satisfaction rates to date during my tenure
- Flight tested overhauled and repaired aircraft before returning them to service in the fleet

Strike Fighter Squadron 151 "Vigilantes"

*Lemoore, CA
1992 - 1996*

Naval Aviator, FA-18 Hornet Pilot

- Participated in a six-month deployment aboard the aircraft carrier Constellation to the Sea of Japan, South China Sea, Indian Ocean and Persian Gulf
- Led as many as 75 sailors in each of the squadron's four departments: Operations, Maintenance, Safety and Administration
- Awarded the Air Medal for combat missions over Iraq as part of Operation Southern Watch

Presidential Commission on Women in Combat

*Washington, D.C.
1992 - 1992*

Fact-Finding Mission Coordinator, Research Analyst

- Staff member of a political commission charged with making recommendations to the President and the Department of Defense on the role of women in the military
- Led 22 domestic and 6 international fact-finding missions, creating a substantial body of information for use in deliberations and in the final report

Navy Flight School

*Florida and Texas
1989 - 1992*

Student Naval Aviator

- **Student of the Year** - Completed three phases of flight training, including a rigorous academic curriculum, with the highest ranking of over 1,000 Navy, Marine Corps and Coast Guard officers

THE ESOT GROUP, INC.

Associate

*Los Angeles, CA
1988 - 1989*

Employee Stock Ownership Plan (ESOP) Leveraged Buy-Out Specialist

- Performed leveraged Employee Stock Ownership Plan transactions for privately held companies
- Contributor, *ESOP: The Ultimate Instrument of Corporate Finance*, Frisch 1989

JWD FINANCIAL, INC.

Account Executive

*Los Angeles, CA
1986 - 1988*

Retail Stockbroker

- Analyzed and sold securities of publicly traded companies and specialty investments
- NASD Series 7 License

EDUCATION

THE WHARTON SCHOOL, University of Pennsylvania

Philadelphia, PA

Master of Business Administration with honors

1999 - 2001

Major: Operations and Information Management – Information: Strategy, Systems and Economics

Member, Dean's Graduate Student Advisory Council

Engineering Elective – Networking Protocols, Practice and Theory

Wharton Leadership Ventures: Mountain-Climbing Expedition to Ecuador's Mount Cayambe (20,000 ft)

Marine Corps Leadership Boot Camp: Brought 80 students to Quantico for two days of leadership training

UNIVERSITY OF CALIFORNIA LOS ANGELES

Los Angeles, CA

Bachelor of Arts

1982 - 1986

Major: Economics

Chancellor's Marshall award for community service and academic achievement

Mortar Board National Senior Honor Society

ADDITIONAL ENDEAVORS

GOLDEN GATE BIPLANE ADVENTURES, INC. (www.flysf.com)

San Carlos, CA

Founder

Aug 2003 - Dec 2004

Scenic air tours in an open-cockpit biplane over the Golden Gate Bridge and Silicon Valley

- Tired of waiting for the tech downturn to subside and eager to put my entrepreneurial skills to the test, put personal capital on the line to buy a vintage biplane and launched an aerial tour business; Profitable from its first month; Successfully exited by selling business and assets in order to focus on my day job
- Hired and trained a team of eight part-timers for ground-crew, pilot, and maintenance positions; Built esprit-de-corps and motivation to deliver an experience that would be remembered for a lifetime despite difficult working conditions and slave wages
- Built and managed a sales channel with tour brokers, travel agents, event planners, and related businesses; Built a web presence with e-commerce and electronic reservation infrastructure; Implemented joint marketing and advertising programs; PR efforts resulted in front page coverage in regional media outlets

AFTERBURNER, INC.

Atlanta, GA

Program Facilitator

Jul 2002 - Jul 2003

Management training company that applies the techniques used by military fighter pilots to execute flawless missions to the business environment through seminars and team-building events

- Refined the methodology for post-seminar strategic consulting engagements in order to establish a stronger revenue stream from the customer base

CATAVAULT

Philadelphia, PA

Business Development Consultant

Nov 1999 - May 2000

Internet start-up in the Portable Identity space; Managed user-names, passwords and personal information on the web

- Company had the ambitious goal of being consumer's trusted agent on the web for single sign-on and identity management but in 2002 it was overwhelmed by Microsoft's Passport and Sun's Liberty Alliance
- Developed the competitive analysis, branding and marketing strategies
- Participated in fund-raising efforts with top-tier venture capital firms

PERSONAL INTERESTS

- Counselor, Camp Ronald McDonald for Good Times for children recovering from cancer
- Counselor, UCLA UniCamp for underprivileged children
- Volleyball and dog enthusiast
- Intrepid aviator – aerobatics, formation, dogfighting
- UCLA's "**Joe Bruin**" mascot