

BRION FEINBERG

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TECHNOLOGY EXECUTIVE

Experienced technical 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:

• Mathematical modeling for business optimization	• Analysis of software architectures and lifecycle processes
• Applications of artificial intelligence & machine learning	• Cloud-based service technology
• Moving technology from concept to market-ready product	• Converged services - digital media, Voice over IP
• Production of complex software systems	• Mobile, data and voice networking technologies
• Defining and implementing new service offerings	• Operations planning and OSS architecture
• Creating and analyzing business cases	• Data analytics and visualization technologies
• New product launch planning and execution	• Establishing channel and technology partnerships

PROFESSIONAL EXPERIENCE

TECHGIVERS, LLC, Morganville, NJ

2020 - present

Principal Consultant

Provide business analytics, product management and software implementation/support consulting services for technology-based companies. Develop business cases for new product concepts and software rearchitecture projects. Provide market insight for applications of analytics for telecommunications, applications of machine learning and testing technologies.

SPIRENT COMMUNICATIONS, Holmdel, NJ

2014 - 2020

VP LSA Support & Services; VP VisionWorks Analytics Product Development

Following DAX acquisition in Feb 2014, I continued my role as VP Product Development. While managing the R&D team, I also served in various corporate roles including chairperson of the Spirent Technology Council and Spirent Patent Committee. Led corporate efforts to establish a common quality gate system across Spirent and assure compliance with GDPR regulations. Directly managed the Spirent advanced analytics team and championed adoption of machine learning technologies across Spirent. In January 2018, I took on a new role leading the Spirent Lifecycle Service Assurance services team, with the goal to grow the Spirent services business. Responsible for all service delivery, including product support, professional services, network operations consulting and customer training. Defined and implemented new managed services leveraging Spirent product technologies.

DAX TECHNOLOGIES, Matawan, NJ

2010 - 2014

Chief Product Officer

Responsible for all aspects of product strategy and product delivery for the market leading InTouch Customer Experience Management (CEM) system. The InTouch software product enables telecommunications service providers to monitor the end-user's customer experience, via collection and analysis of large volumes of data from a variety of network end points and network equipment. Under my guidance, annual revenue for the InTouch product grew from \$3.8M in 2010 to over \$13.5M in 2012. Successfully delivered InTouch to 6 global mobile operators, including a US Tier 1 carrier. As the lead for the product management and engineering teams, I introduced an agile software implementation system and successfully launched the first feature-complete commercial product version in April 2011. Prior to assuming end-to-end product definition and delivery responsibilities, I was Chief Marketing Officer with responsibilities including defining marketing and public relations strategy, interaction with press and analysts, sales support and product demonstrations, and development of marketing communication materials. Spirent Communications acquired DAX in Feb. 2014.

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.

- 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 hardware and software 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' NetAllly 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 Software**1990 - 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