

BRION FEINBERG

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PRODUCT MANAGEMENT EXECUTIVE

Experienced 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:

- Business requirements analysis for product specification
- Moving technology from concept to market-ready product
- Establishing channel and technology partnerships
- Developing marketing messages
- Creating and analyzing business cases
- Mobile, data and voice networking technologies
- Converged services – digital media, Voice over IP
- Consumer-focused technology services
- Production of complex software systems
- Operations planning and OSS architecture

PROFESSIONAL EXPERIENCE

FEINBERG CONSULTING, LLC, Morganville, NJ

2007 - Present

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. Defined customer-specific system integration architectures. Proposed and coordinated implementation of a major system usability improvement effort. Created an ROI analysis required for a major new sales opportunity. Coordinated an RFP process to obtain web-site implementation services.

SERENITI, INC., Jersey City, NJ

2003 – Dec. 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 provides managed services for the networked, digital home, relying in part on specialized hardware and software installed in the consumer's home. Sereniti sells its service through cable, DSL (telco) and ISP providers and via direct-to-consumer channels. Restarted the business from a failed startup (Lemur Networks) that focused on providing management systems to cable operators for high speed data and VoIP services.

- Created the original business idea; defined the company business plan and investor pitch
- Successfully obtained initial venture capital funding (\$4M)
- Oversaw product implementation from initial concept through market delivery
- 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 which 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 literature.
- Determined sales channel strategy (direct vs. indirect).
- Delivered sales team training and developed pre-sales collateral.
- 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 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 Staff1980 - 1990

System 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