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Carl R. Strathmeyer

Director, Technical Product Management and Product Marketing

Notable Achievements

- Prominent industry spokesperson for new Computer Telephony segment
- Built profitable US\$10m computer telephone software product line
- Competed successfully against IBM and Novell worldwide
- Established critical alliances with top global telecommunications firms
- Extended product line to US\$17m with acquisitions in adjacent segments

Professional Profile

Extensive technical and business experience in all aspects of technical product strategy, product management and product marketing:

- Successfully launched first-in-category technical products
- Co-inventor of eleven Voice-over-IP (VoIP) and computing patents
- Published in trade press and peer-reviewed academic journals
- Pragmatic hands-on leadership style
- Customer-oriented problem solving perspective
- Superior written and interpersonal communication skills
- Balanced fluency in both technology and business
- Sensitive to multicultural business environments

Specific Roles

Leadership product management and product marketing roles managing complex global software product lines:

- Product strategy and product management
- Professional services strategy and delivery
- Market analysis and product/service marketing
- Strategic alliances with top-tier global firms
- Participation in industry associations and standards bodies
- Patent prosecution, litigation and other intellectual property matters
- Acquisitions and divestitures
- Human resource policies and issues

2007-Present Synapse Connections LLC

Founder and Principal

- Assisted clients with go-to-market strategies for first-of-their-kind technical business-to-business products and services
- Advised legal teams of Fortune-100 firms on high-profile patent matters
- Author of marketing blog on the topic of product launches

1999-2007 Intel Corporation

Senior Consultant - Strategic Marketing (2004-2007)

- Led a team of four software marketing staff responsible for strategic relationships supporting the launch of new embedded processors
- Participated in the specification and launch of novel network processors
- Divested two successful contact center software product lines, including resolution of complex legal and human resource issues
- Advised Intel legal team and outside counsel in several patent disputes

Director of Product Management (1999-2004)

- Directed product and go-to-market strategy for successful software product lines with combined annual revenues of US\$17 million
- Led a team of four software product managers
- Worked closely with a prominent global software vendor to define, develop and bring to market a new category of speech server software
- Successfully integrated acquired software businesses into product line

- Developed forward-looking contact center product strategies to exploit the emergence of VoIP packet telephony
- Member of Intel corporate committee deciding which telecommunications and image processing technologies should be patented
- Successfully defended a key telecommunications software product in a European patent dispute
- Served as technical and market advisor to Intel on several telecommunications patent portfolio transactions
- Retired and/or divested several poorly-performing product lines, including negotiating contracts with successor firms and resolving customer impact issues

1995-1999 Dialogic Corporation

Director of Strategic Marketing (1995-1999)

- Key member of leadership team that negotiated a management buyout of a contact center software product from Digital Equipment Corporation
- Successfully established that product as the global leader in its category with US\$10 million annual product and professional services revenue
- Elected chair of the Multi-Media Telecommunications Association (MMTA), now part of TIA, which was at that time the primary trade association for computer telephony and contact center technology
- Author of numerous papers on computer telephony and VoIP topics in trade and peer-reviewed academic journals
- Frequent and popular speaker at industry VoIP and contact center conferences in both promotional and educational settings

1978-1995 Digital Equipment Corporation

Manager, Strategic Marketing

- Established the new Computer-Telephone Integration product category
- Negotiated strategic alliances with major global telecommunications equipment manufacturers

Telecommunications Industry Marketing

- Defined and executed product and go-to-market strategies for the use of Digital products in public telecommunications networks

Information Technology

- Designed and implemented field business systems
- Mentored junior programmers
- Designed and managed leading-edge email systems

Education

Dartmouth College Hanover, NH

- Bachelors degree with major in Mathematics and Computer Science

Mellon Bank Pittsburgh, PA

- Intensive management training program

Languages

English: Native fluency
French: Intermediate-level fluency
German: Beginner-level fluency
Portuguese: Beginner-level fluency