

Mark Miller

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Technology Product Manager/Sales Engineer/Business Development Manager

Technology product manager with in depth experience and abilities in engineering, business development and sales. Proven track record of delivering new products into the marketplace from concept, through development and launch. Enthusiastic leader and collaborator with diverse groups within an organization including R&D, sales, operations, and customer support. Proficient at balancing customer advocacy with P&L goals. Extensive knowledge of telecom, wireless, CATV, and fiber optic industries and applications. General experience and knowledge of electronic components, instrumentation, and applications. MSEE degree.

Areas of Expertise

- Strategic Planning
- Market and Competitor Analysis
- Sales Force & Customer Training
- Hardware, Software, Components, & Systems
- System and Application Engineering
- Technical Sales
- Product Introduction and go-to-market planning
- Safety and Regulatory Compliance & Test
- Product Definition and Roadmaps
- Customer & Sales Channel Relationships
- Contract Negotiation
- RF, microwaves, antennas, ultrasound, ESD/EMC compliance, RFID, fiber optics
- Wireless, wireline, CATV, and optical networks; WLAN,DSL, HFC, LTE, GPS, Wimax, messaging,VoIP, video, test & measurement

Selected Achievement Highlights

- Brought to market ground-breaking event analysis technique for testing the health and performance of fiber optic cables
- Introduction of the first integrated MIMO antenna into any WLAN access point.
- Introduced an RFID reader antenna in that is part of the largest commercial RFID deployment in the US (over 25,000 antennas). This product is still most widely used antenna in the RFID market.
- Published articles, white papers, presented conference papers and participated in industry panels on optical, DSL and video technology. Received a number of “Author of Recognition” awards for these activities.
- Initiated Agilent’s membership in the DSL Forum; Agilent representative to the DSL Forum, participating in standards activities.

PROFESSIONAL EXPERIENCE

AFL, NOYES TEST & INSPECTION DIVISION, Lowell, MA 2012-13
AFL designs, manufactures, and installs fiber optic products and equipment. These products and services are used in applications from Telco, Broadband and Wireless, to Electric Utility, OEM, Government, Enterprise and Private Networks.

Global Product Line Manager, Optical Test and Certification

Responsible for a line of optical network test & certification products. These products include optical light sources, power meters, OTDRs, digital fiberscopes, and client software used for test results analysis and reporting.

- Formulated product and market strategy to address optical network testing in the growing data center market.
- Brought to market the test industry’s most advanced OTDR event analysis software.
- Analyzed current market trends, including competitive products and prices. I used this information to adjust product prices, and institute target market promotions, to increase market share while maintaining profit margin goals.
- Prepared responses to large opportunity tenders in US, Europe, Middle East, Asia, Africa, and Latin America.
- Worked with worldwide sales channels to close business with customers by traveling to customer meetings.

- Provided ongoing product updates and technical training to global sales teams, distributors and agents.
- Reinvigorated older products by introducing new software features and increasing hardware capability.
- Corporate representative in the Telecommunications Industry Association (TIA) Fiber Optic LAN Section.
- Attended trade shows and conferences; gave presentation in BICSI technical session.
- Prepared marketing materials including data sheets, catalogs, training modules, and white papers.

OCTOSCOPE, Marlboro, MA

2011-2012

Octoscope is an RF and Wireless company that provides advanced wireless test & measurement products. It also provides consulting and design services.

Business Development Manager

Overall responsibility for business development activities and technical sales

- Promoted product line
- Maintained and established customer relationships
- Provided application engineering; pre- and post-sales support

LAIRD TECHNOLOGIES, Manchester, NH

2007 - 2011

Laird is a provider of enhanced performance antennas to the WLAN, Cellular, RFID, GPS, Vehicular, Base Station, and Portable Radio markets. Laird also provides wireless sub systems, and specialty electronics materials such as Wireless modules, EMI shielding, ferrites, and thermal compounds.

Product Manager, Infrastructure Antenna Systems

Complete P&L ownership for multiple product lines in the wireless market. Market sub segments included SOHO and enterprise WLAN access points, Wimax/Cellular base stations, in-building cellular including femtocells, back haul, portable radio, vehicular, GPS, RFID, NFC, and wireless consumer devices such as set top boxes and gaming systems. These products generally fell into two classes: General market B-to-B products sold through distributors, VARS and system integrators; and OEM-specific custom-developed products.

- Met, or exceeded, corporate goals for revenue, market share, gross margin and PBIT while continuously introducing a steady stream of successful new products in all market segments.
- Did market sub segment TAM/SAM analysis, revenue and volume forecasts on a regular basis
- Produced product roadmaps, competitive analysis, pricing strategy
- Worked with marketing communications to create datasheets, brochures, catalogs, web content, and press releases
- Was a decision maker on trade show participation; managed company booth at trade shows
- Was the initiator and decision maker on moving manufacturing of legacy products to lower cost locations
- Worked closely with development teams in multiple locations to prioritize product development in order to most effectively utilize resources
- Had complete oversight of contract negotiations with key customers such as HP, Cisco, Aruba Networks, and Motorola. Worked with these customers to develop cutting edge antennas for their product lines.
- Gave periodic face-to-face and web training given to internal sales teams and external sales channels
- Made regular worldwide customer visits working with sales staff and channel partners to promote product lines and win new business
- Completed numerous bid and proposal responses for major projects
- Established Laird as a “preferred supplier” with Motorola and Caterpillar in period of 2009-2011.
- Introduced first Laird products into the emerging NFC (Near Field Communications) market in 2011.

CUSHCRAFT CORP. (Acquired by Laird Technologies in 2007), Manchester, NH

2003 - 2007

Leading supplier of antennas to OEM and commercial customers.

Business Development/Sales Manager

Responsible for new business development and key account management for WLAN, RFID, cellular and Land Mobile Radio antenna products. This included sales to OEMs, service providers, system integrators, resellers and distributors. Initiated partnerships with new key customers. Provided Pre- and Post-sales technical support, consulting, and training. Subject matter expert in wireless applications.

- Increased sales in my areas of responsibility by greater than 200% over a four year period.
- Successfully negotiated a number of sole-source supplier agreements with major OEMs such as HP and Aruba Wireless.

HEWLETT PACKARD & AGILENT TECHNOLOGIES, Westford, MA

1996 - 2002

The test & measurement group of HP was spun off as Agilent in 1999.

Product Manager, Service Test Division

Wireless, Optical, WAN/LAN network Installation & Maintenance test products (2001-2002), Cable TV test products (2000-2001), Telecom Access Network test products (1997-2000), Digital Video test products (1996-1997). Managed portfolios of hardware and software installation & maintenance test products for Telecom, CATV, and enterprise networks. This portfolio included mostly internally developed products and some OEM products from several partners. These products tested optical, wire line, and wireless technologies including SONET/SDH, DSL, Cellular, ATM, T-Carrier, IP, and ISDN.

- Successfully brought a large number of products into a highly competitive market that resulted in \$200 million revenue stream over several years
- Planned and implemented entire product life cycle including market surveys, writing business plans, developing customer relationships, writing product specifications, formulating marketing strategy, analyzing competitive products.
- Led R&D staff to ensure products met specifications and customer expectations.
- Formulated divisional product roadmap, positioning strategy and advertising initiatives for network test products.
- Managed OEM product relationships including contract negotiation, intellectual property and license agreements.
- Worked with Field Sales Force on bids and proposals, pre- and post-sales issues and ways to win new business.

AT&T/LUCENT BELL LABS, North Andover, MA

1985 - 1995

Member of Technical Staff, System and Application Engineering (Wireless and Switching Systems)

ATM Systems Development Group (1992-1996): Development of ATM packet cross-connect systems with high speed optical network interfaces. Digital Radio System Design and Application Group (1985-1992): System Design and Application Engineer of high capacity digital wireless systems.

- Performed system analysis/design, hardware design, wrote product specifications, ran laboratory and field measurements for performance verification.
- Upgraded products in field for customers including AT&T, Telecom Eireann, and PTT of Poland, generating over \$150M in business.
- Wrote customer documentation and contract bids and proposals for international customers. Gave technical seminars in world wide locations. Performed ESD and EMC measurements on a variety of products and worked on quality improvement issues.
- Was lead person for ISO compliance in ESD.
- Participated in the design of EMC test facility.

NORTHEASTERN UNIVERSITY, Boston, MA

Adjunct instructor in the Graduate School of engineering

HARVARD UNIVERSITY, Cambridge, MA

Post graduate research in antenna physics, Gordon McKay Lab

EDUCATION

PENNSYLVANIA STATE UNIVERSITY, State College, PA

Master of Science in Electrical Engineering

Graduate Research Assistantship in the Communications and Space Sciences Laboratory

NORTHEASTERN UNIVERSITY, Boston, MA

Bachelor of Science in Electrical Engineering

Co-op employment at U.S. Air Force Electronic Systems Division, and Hewlett-Packard Medical Products Group