



## General management & Business and Operations management

### Areas of Expertise

Business Strategy Development  
Merger and acquisition integration  
Manufacturing outsourcing  
Business Process Re-engineering  
Sales management  
Professional service management  
Plant management and process improvements  
Customer focused quality improvements  
Industry marketing  
Cross functional, international and multi-cultural team building & leadership

### Industries

Computer hardware products & services  
Computer Software products & services  
Broadcast & Network products & services

### Positions held

CEO – Riavo Systems  
*Technology start-up for in home wireless networking*

COO – Thomson Grass Valley  
*Premier Global provider of integrated HW and SW solutions for broadcasters*

President / CEO - Cygnet Storage Solutions  
*VC owned company specializing in on line / off line computer storage*

VP Engineering and Quality – Quantum  
*Leading computer storage solution provider*

VP Technology, Europe – Digital Equipment  
*Computer manufacturer*

### Education

Masters in Electronics Engineering  
Royal Institute of Technology, Stockholm, Sweden 1972

## Professional Experience and Successes

### Business Strategy & Product line / R&D management

- Brought new, key products to the market that delivered 100M\$+ revenues in the last four years
- Established an overall Product Line strategy for storage and printer products for the European market

### Merger & Acquisition integration

- Established and rationalized the operational structure integrating five major and three smaller acquisitions over the last five years
- Led successful integration of two existing SW companies into a 400 M\$ business. Established a clear products and service strategy
- Integrated the Customer Engineering and Quality organizations between east coast and west coast operations of two merged computer hardware companies

### Team building & leadership

- Led a number of multi-site, multi cultural and international management teams establishing clear, accountable roles and responsibilities
- Used a well proven project management technique to take these teams through the transition and build up phases.

### Sales management & restructuring

- As an account executive for a major computer company selling to a global telecom company with a team of 50 people grew the business from 50 M\$ to 90 M\$ in three years.
- Restructured and led the sales and professional services country organization for the same computer company.

### Professional service & growth

- Established the service business division for an integrated SW company.
- Established the BPR practice for the European division of a computer company.
- Managed and grew the professional services from the European Technology center of a major computer manufacturer focusing on core technology, networking and Telecom service offerings.

### Industry marketing & Customer focus

- Established the industry marketing team for 11 industries for a major SW company.
- Managed a customer satisfaction focused project covering all aspects of customer interaction improving customer satisfaction by a factor of 1.2 in a scale of 5 over a two year period.

### Manufacturing & Quality process improvements

- Drove major process improvement project in the areas of lean manufacturing, supply chain management, inventory management, order fulfillment and quality
- Established a dedicated (130 people) compatibility and reliability lab for a storage manufacturing company

### Manufacturing Outsourcing & Rationalization

- After the acquisition of multiple companies rationalized 16 contract manufactures to two over a period of two and a half years at the same time expanding the scope of outsourcing from PCBA manufacturing to full box build and Direct Order fulfillment.