
SENIOR HIGH TECHNOLOGY EXECUTIVE

Senior executive with outstanding ability to develop and communicate a vision, anticipate technology trends, take advantage of market timing, and deliver innovative solutions for customers worldwide. Extensive rolodex of customers and partners built over twenty-nine years in the high technology industry.

Experienced with NASDAQ companies and venture backed startups. Successful in raising venture financing from investors in the US, Europe and Israel. Strong in building and managing teams to develop systems, semiconductors and software for broadband, internet security and cleantech applications. Proven track-record in international standards organizations, and national industry associations.

Seeking an opportunity where management by example, commitment, and a strong drive to succeed can inspire and motivate an organization towards excellence.

PEREIRA VENTURES (Consulting Group) **General Partner**

2008 - Current

Started a consulting practice targeting the various challenges facing high technology companies – launch, develop go-to-market strategies, manage innovation, optimize strategic positioning and raise capital. Speaker on innovation issues at the MIT-Portugal MBA & PhD programs – working worldwide to promote policies of high-tech investment.

- Broadband – Wireline & Wireless
 - Consulting with Marvell Semiconductor and Ikanos Communications (NASDAQ:MRVL, IKAN) on optical broadband – launching projects & developing partnerships
 - Consulting with a new startup designing an LTE residential gateway for wireless triple-play
 - Worked with a team to engineer an inexpensive WDM-PON solution for residential deployment
- Internet Security
 - Worked with a team to develop an SaaS-based solution for smartphone provisioning and security in the consumer and enterprise markets
- Cleantech
 - Consulting with a new startup using geothermal heat pumps for residential HVAC applications
 - Launched Hydrolnetics, Inc. and develop a non-solar residential micro-electric generator – sold the IPR to a European group for commercialization

FLEXLIGHT NETWORKS, INC. (Pre-IPO VC Funded) **President & CEO**

2005 - 2008

Recruited to join an under-performing mezzanine-stage startup to restructure its operations and rescue it from insolvency. Turned the company around – redefined its business model, developed a new strategy and prepared it for an M&A. Hired an investment bank and signed a term-sheet with a NASDAQ company.

- Achieved sales of \$1.8M FY05, \$3.1M FY06, \$5.2M FY07 – built a pipeline of 3x growth for FY08
- Established partnerships with ZTE (China), Birla Group (India), AFL (USA)
- Sold to Embratel (Brazil), MTNL (India), Mediacom (USA), Golden Telecom (Ukraine), CMCC (China)
- Signed a CM relationship with T&W Electronics (China) to sell in the mass consumer FTTx market
- Implemented financial controls and cut the monthly burn-rate by 4x from 2005 to 2007

CENTILLIUM COMMUNICATIONS, INC. (NASDAQ: CTLM)
General Manager, Optical Business Unit**2002 - 2005**

Recruited to develop an optical business unit and diversify the company's focus on the DSL market. Responsible for building the BU's organization – US, India and France – and product portfolio. Managed the organization in strict compliance to GAAP and Sarbanes-Oxley. Established strategic partnerships and achieved “design-wins” in Japan, the United States, Korea and China.

- Developed mixed-signal SoC products for the EPON market, and analog optical transceiver chips
- Operated in a fabless model – TSMC (.13µm CMOS) & IBM (SiGe) with outsourced packaging
- Hired a 100+ R&D team, and established a VLSI development partnership with WIPRO in Bangalore
- Introduced EPON chipsets at NTT in Japan – won 30% of the NTT market with a local partner
- Achieved a design-win at Sumitomo for optical SONET/SDH transceiver – supplier to Cisco in the US

ALLOPTIC, INC. (Pre-IPO VC Funded)
President & CEO
Co-Founder, Senior Vice President of Marketing & Sales**1999 - 2002**

Launched Alloptic to become the dominant supplier of optical Ethernet solutions in the access network. Brought a revolutionary new vision for the next generation of residential broadband. Led the fund raising efforts – \$24M from venture and \$20M from corporate investors. Negotiated strategic partnerships with Scientific Atlanta (US) and Pirelli (Italy).

- Launched the first commercial EPON product for FTTx applications at SuperCom 2001
- Reached first revenue (\$768K in FY01), and started a \$10M pipeline for FY02
- Built a backlog of 23 EPON field trial sites – started 6 in North America and Asia during 2H01
- Brought the company to the Upside Magazine list of “Hot 100” companies (June 2002)
- Was elected a board member for the Telecommunications Industry Association in Washington DC

REALTIME ACCESS, INC. (Pre-IPO VC Funded – M&A Exit)
Co-Founder, Vice President of Marketing**1997 - 1999**

Started the company to develop and market a Multi-Services Access Platform – voice and data over DSL – for emerging markets. Led the marketing function from inception, wrote the business plan, identified potential investors, and presented the opportunity during the seed and A-rounds of funding.

- Developed the original product concept, and wrote the marketing requirements document
- Merged the company with an engineering partner in New Delhi, India

E/O NETWORKS, INC. (Pre-IPO VC Funded – M&A Exit)
Vice President, International Marketing**1995 - 1997**

Led the international marketing activities for an innovative fiber optic digital loop carrier product. Managed product line management, program management, applications engineering, proposals generation, order entry and a product QA lab. Ran marketing programs to enter Brazil, Argentina, Philippines, Poland and China. Responsible for the Bellcore OSMINE process for TIRKS, LFACS and NMA OSS.

COMMUNICATIONS CONSULTANTS INTERNATIONAL (Private Consultancy)
Founder, Principal Consultant

1991 - 1995

Established a sole proprietorship consulting practice helping companies develop and manage marketing and engineering projects for the telecommunications industry. Focused on OSS products, INE and CPE equipment. Partial client list included Broadband Technologies, Raychem, LGC Wireless, Anritsu, Larscom, Netmansys, Goldman Sachs, and the U.S. Trade Development Agency.

TELECOMMUNICATIONS TECHNOLOGY, INC. (Subsidiary of General Signal: NYSE)
Vice President of Engineering
Manager / Director of Engineering
Design Engineer

1984 - 1991

Joined an "exploding" telecommunication mid-size company at the time of the AT&T divestiture. Hired as an analog designer, but was quickly promoted up the engineering ranks as the company grew by acquisition. As VP of Engineering led teams in CA and the United Kingdom with a staff of 100+ and projects in the US, British Telecom (UK), Telecom Eireann (Ireland), Bezeq (Israel), and Televerket (Sweden). Products generated \$40M in annual sales, and Engineering supported an installed base in excess of \$120M.

NATIONAL SEMICONDUCTOR CORPORATION (NYSE: NSM)
Design Engineer

1982 - 1984

Joined the industry's leading DSP team developing ICs for speech synthesis and recognition – introduced the first speech automation solutions for the automobile industry.

PROFESSIONAL ASSOCIATIONS / ACTIVITIES

Member of I.E.E.E. and of the Communications Society
 Board member of Telecommunications Industry Association and Electronics Industry Alliance (2001-2007)
 Member of the ATM Forum, SONET Interoperability Forum and T1 Committee Standards (1989-2000)
 Editor of the I.E.E.E. 1007 Standard for Measuring the Transmission Characteristics of PCM (1995)

EDUCATION / ADDITIONAL INFORMATION

M.B.A. Management & Marketing, University of Santa Clara, Santa Clara, CA - 1991
M.S.E.E. Communications Systems, University of Santa Clara, Santa Clara, CA - 1985
B.S.E.E. Hardware Design, Minor in Mathematics, San Jose State University, San Jose, CA - 1982

*Continuing education courses and workshops at U.C. Berkeley, Stanford, and University of Santa Clara
 (Marketing and management of high technology innovation)*

*Multi-cultural with fluency in Portuguese and English
 Past fluency in French – Currently learning Japanese
 Quick learner of foreign languages*

*Extensive experience in business worldwide – Europe, Asia, Latin America and Middle East
 Most recent experience was in Israel, India, China and Japan*

*CEO, GM and Board of Directors experience in the US – private and NASDAQ – and Israel
 Deep knowledge of business practices, corporate governance and labor laws in the US, Israel and India*