

Vladimir G. Ivanovic, M.Sc.

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Los Altos, California 94022

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Product Management / Software Engineering Management / Technical Marketing

A successful and well-established technology professional who has delivered results in diverse organizations: high-tech companies such as **Sun Microsystems** and **Mentor Graphics**; research laboratories, **LLNL** and **Xerox PARC**; and several **start-ups**. Consistently strives to lead dynamic new methods in program delivery & management, and in software development to achieve increased growth and success. Built a successful career by focusing on emerging markets, growth, strategic planning, new technology, customer needs, process & automation technologies, and by clearly differentiating the company's products and services as perceived by their customers.

- Strategic Planning
- New Business Identification
- Product Development
- Program Management
- Product Roadmaps
- Team Leadership
- Full Software Lifecycle
- Technical Marketing
- Presentation & Demos
- Competitive Research
- System Design
- Collateral & Whitepapers
- Pre-Sales Support
- Partner Development
- Requirements Gathering

Product Management and Product Marketing

University of California, Berkeley Extension

Summer 2010

Introduction to High-Tech Product Management and Marketing

Instructor

Created from scratch and delivered as a last-minute substitute a course covering all the major topics in high-tech product management including financial analysis, product platform and product line strategy, pricing, go-to-market strategy and agile development. The syllabus is at [High-Tech Product Management and Marketing \(http://bit.ly/93ypSb\)](http://bit.ly/93ypSb).

Independent Consultant

2005-current

Real-Time Innovations

Ultra-low latency, real-time middleware

Worked with the VP of Marketing to create technical collateral.

Accomplishments

- Created a single, new corporate datasheet that subsumed all (~dozen) existing datasheets. Rewrote the text to reflect and emphasize the new corporate product positioning.
- Created and wrote a technical whitepaper, including a demo scenario and code that targeted a new market segment the company was expanding into.
- Created a datasheet for RTI's premier product.

CloudShield Technologies

Network content security and control products

Delivered on the executive vision related to a \$2.5M product development effort (\$30M/yr sales) for a programmable, deep packet inspection network device operating at Gigabit speeds.

Accomplishments

- Served as product manager for the company's largest, most complex system software release. Tracked features, engineering design and deliverable, monitored schedules, evaluated bug & performance reports, and recommended appropriate action.
- Established and wrote requirements for the next generation integrated development environment. Gathered input from the CTO, product management and engineering VPs, customers, field engineers, and professional services and obtained consensus on the feature set. Reviewed the engineering design for compliance.
- Created the design and implementation documents for Common Criteria certification at the EAL 4+ level

Wind River

Operating systems and development platforms for embedded systems

Worked with Field Marketing to create Linux-specific collateral.

Accomplishments

- Analyzed Wind River's Linux competitors from both a business and a technical point of view.
- Created collateral for use by Sales and presented portions of a company-wide webinar.

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Jaluna (now VirtualLogix)

2004-2005

Virtualization platform for embedded systems running real-time heterogeneous operating systems and applications

Technical Marketing Manager

Managed North American technical marketing for multiple product lines, including extensive pre-sales support, technical presentations, evaluation support, and field-to-factory requirements reporting.

Accomplishments

- Created and delivered technical presentations for conferences; wrote product collateral and technical whitepapers; delivered demos at trade shows and to prospective clients.
- Fostered partner relationships with semiconductor manufacturers, industry consortia, and embedded system vendors.
- Created and implemented company's first lead generation program for web, print, and electronic media.

Project Mabel

2004

Fully automated tool for unit testing embedded Linux systems

Founder and Principal

Conceived, designed and helped implement Mabel, a tool for automatically generating and executing unit tests on an embedded Linux system.

Accomplishments

- Created a design that met or exceeded product requirements.
- Managed the contribution of two development engineers that resulted in a prototype.
- Presented Project Mabel to several embedded software tool vendors as a possible product or line extension.

CrossTest

2003-2004

Test management system for embedded software

Director, Product Management

Defined, planned, and executed product strategy, development, partnerships, and implementation roadmap for this start-up.

Accomplishments

- Brought focus to product engineering resulting in a successful product release in less than three months.
- Balanced customer needs, business objectives, technology, competition, market trends, and internal resources against schedule constraints to determine and execute against roadmap.
- Ensured products and services delivered exceptional customer value. Tracked and assessed competitive products.
- Collaborated with sales and business development to identify prospects and attain customers.

Software Engineering and Technical Marketing

Independent Consultant

2000-2003

Wrote technical articles, papers and manuals for product marketing and marketing communications groups focusing on Java, Linux, and embedded system software.

Selected clients include

- MontaVista Software: technical whitepaper on MontaVista Linux, Carrier Grade Edition
- Mentor Graphics, Embedded Systems Division: whitepapers on software development tools for silicon-on-chip systems and networking protocols
- OSE Systems: whitepaper on pSOS to OSE conversion; several data sheets & product brochures
- Xerox PARC: documentation for AspectJ, an aspect-oriented extension to Java
- NSIcom: whitepaper on encapsulation technology behind embedded Java virtual machine

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Mentor Graphics, Microtec Division

1995-1999

Embedded software development tools and operating systems

Senior Product Marketing Engineer

Marketed the VRTX Development System, a \$15M product line, for a variety of Motorola, Intel and ARM processors on Sun, HP and Windows NT hosts.

Accomplishments

- Identified and worked with integration partners. Organized and created seminars. Developed key messages, managed features and schedules, visited customers, and supported pre-sales technical activities.
- Launched VRTX 5.0. Created marketing strategy and product positioning; wrote and presented press materials, sales collateral, customer presentations; presented product plans, strategy and technical content to the field.
- Championed Microtec's Java efforts that resulting in a major new product direction. Presented the business plan to Mentor's COO and obtained funding. Managed the initial integration efforts. Acted as the principal JavaSoft technical contact. Presented strategy and product plans to the media.

Engineering Project Manager

Led a staff of five and created a cohesive engineering team that delivered timely, high-quality work with 100% retention.

Accomplishments

- Led a cross-functional post-merger PowerPC transition team in development of a strategic and tactical product plan for delivering key revenue generating products.
- Managed the development of the XRAY debugger & instruction set simulators for a variety of microprocessor targets on multiple hosts, and integration of XRAY into Mentor's market-dominating Seamless Co-Verification Environment.

Sun Microsystems, SunPro

1989-1995

Software and development environments for high performance workstations and servers

Staff Engineer / Manager, Integrated Programming Environments, SQE / Member, Technical Staff

Led a team of engineers in developing tests and test suites that resulted in the highest quality release of the graphical portion of SPARCworks Integrated Development Environment.

Accomplishments

- Built, released, maintained, and enhanced XEmacs, a sophisticated, powerful, and extensible open source editor. Provided integration with SPARCworks development environment. Managed the technical lead.
- Designed and implemented a heavily-used compatibility test harness & library to perform usage tracking.
- Designed and implemented test suites for a GUI-based object-oriented programming environment using experimental GUI testing tools.

Patents

Co-inventor, US Patent 5,634,002, *A Method and System for Testing Graphical User Interface Programs*

Teaching Experience

California State University, Hayward

2002-2003

Lecturer – Upper Division Undergraduates

- Analysis of Algorithms, Object-Oriented Programming, & Systems Programming

University of California, Berkeley & Santa Cruz Extensions

1990-2002

Instructor

- Introductory, Advanced & Distributed Java
- Data Structures & Algorithms
- UNIX System Programming

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Education, Professional Affiliations & Volunteer Positions

M.S., Computer Engineering, Rensselaer Polytechnic Institute, Troy, New York

B.S., Computer Science, Union College, Schenectady, New York

● Association for Computing Machinery	● IEEE Computer Society	● Usenix
● Silicon Valley Product Management Association	● Software Development Forum	

Cleantech Open, Grants Committee, Chair

Gardner-Bullis School, Technology Committee, Chair