

ROBERT OSANN
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SUMMARY:

- ❑ Expert witness and litigation support
 - ❑ See details at http://www.silaero.com/Osann_IP_Consulting.html
- ❑ IP development and prosecution support, working with startups and their patent council.
- ❑ Key strengths include:
 - ❑ Patent development including claims strategy. Validity and infringement analysis.
 - ❑ Product planning, project and program management.
 - ❑ Market positioning, promotion, sales.
- ❑ Known for creative, "outside-the-box" strategies and solutions.

WORK EXPERIENCE:

11/05-Present Independent Consultant

- ❑ Supporting clients in Configurable Semiconductors, Wireless Mesh Networks, Smart Phones, Streaming Video, Microsensors, Home Energy/Automation, UWB Imaging
- ❑ IP development as a Partner with Nif/T, LLC, a consulting group in Los Gatos, CA.

2/04-11/05 MeshDynamics, Inc., VP Mktg & Sales / Interim-CEO

- ❑ Business responsibility for startup targeting wireless mesh networks.
- ❑ Set product/market strategy. Led company from pre-alpha to 20+ paid customers.

7/02-2/04 JigSaw tek, Inc., Vice President of Marketing & Sales

- ❑ Co-founder of startup fabless semiconductor company focused on high performance IC packaging applications. Program managed successful project for NVIDIA.

12/95-6/02 Lightspeed Semiconductor Corp.

1/01-6/02: Marketing Consultant

- ❑ Strategy, Positioning, Competitive Analysis, Customer Surveys, Promotion, Articles published in EE Times and EDN, Conceived CMP "Structured ASIC" Webinar 2003

1/98-12/00: Chairman of the Board

- ❑ Supported Engineering, Marketing, and Sales efforts
- ❑ Established exclusive partnership with Japanese distributor including investment
- ❑ Established IP strategy for Networking Market. Managed Patent Program.
- ❑ Program managed project for embedded reprogrammable technology

12/95-1/98: Founder, President & CEO

- ❑ Founder of fabless semiconductor startup producing the first Structured ASIC devices. Sole inventor on original core patent.
- ❑ Established foundry relationship with TSMC including investment.
- ❑ Program-managed development of first product including software and IC design.
- ❑ Secured first two financing rounds (total \$10M), and hired new CEO previously responsible for \$500M business.

4/94- 12/95 SunRise Imaging Inc, Vice President of Marketing & Sales

- ❑ Redefined market positioning, planned and executed new marketing strategy for manufacturer of scanning and image processing systems for Document Imaging.
- ❑ Managed direct sales force with 4 salesmen and 3 AEs. Negotiated multiple VAR relationships. Set up Japanese distribution channel (became 30% of revenue).

- ❑ Implemented marketing plan and sales channel structure resulting in sales of \$3.5M in 94, \$6M in 95, and \$10M in 96. The Company was successfully sold to PrinTrak in 1997.

7/90-4/94 Aptix Corp, Co-founder and VP of Marketing and Applications

- ❑ System and ASIC Emulation products based on Programmable Interconnect Semiconductors, FPGAs, and EDA software for FPGA-based DSP/Wireless designs.
- ❑ Responsible for Strategic Marketing, Product Planning, Program Management, Applications, Technical Support. Products targeted DSP designers.

4/89-7/90 FPGA/PLD Consultant

- ❑ Consultant to FEI Microwave for PLD, FPGA, and DSP design.
- ❑ Expert witness for AMD in PLD architecture patent litigation (1989-1993).
- ❑ Consultant to Actel Corp. for market research/customer survey.
- ❑ Consultant to Quicklogic, Corp. for device architecture evaluation, CAE strategy, and user interface evaluation. Member of Advisory Board (1990-1993).

1/87-4/89 Actel Corp, Marketing Consultant (full time)

- ❑ Performed competitive analysis, new product and user interface definition, applications support, sales tools, and liaison for strategic partnership negotiations leading to major alliance and licensing agreement with Texas Instruments.
- ❑ Published articles in ED, EDN and Electronic Engineering.
- ❑ Created benchmarking method for FPGAs that became industry standard PREP benchmarks.

2/81-1/87 Assisted Technology Inc/Personal CAD Systems Inc

6/86-1/87 Personal CAD Systems Inc, Vice President of Advanced Products

- ❑ Headed Task Force for definition of next generation P-CAD products.

9/85-5/86 Personal CAD Systems Inc, Vice President of Assisted Technology Division

- ❑ P & L responsibility for business unit for PLD EDA software products.

2/81-9/85 Assisted Technology Inc, Founder, President & CEO

- ❑ Conceived and launched CUPL, the industry's first high-level synthesis software product for Programmable Logic Devices.
- ❑ Supervised all engineering efforts for software and hardware development.
- ❑ Authored numerous articles on PLDs and digital system design that appeared in ED, EDN, VLSI Design, and Electronic Engineering Manager.
- ❑ Negotiated merger with P-CAD.

7/78-2/81 Millennium Systems Inc

- ❑ Project leader for microprocessor in-circuit emulation systems. Systems were sold to Tektronix on an OEM basis.

Prior to 1978:

- ❑ Held microprocessor-related design engineering positions at Otis Advanced Vehicle Systems, Fairchild Systems Technology, WeatherMeasure, Cartridge TV, and AeroJet.
- ❑ Two years experience as a sales engineer with a Manufacturer's Rep firm.

Education:

- ❑ BS Electrical Engineering, Cornell University

Patents:

- ❑ 38 patents granted
- ❑ 15 patents pending