

GREG BARTLETT

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EXECUTIVE MANAGEMENT / BUSINESS DEVELOPMENT

Willing to Relocate

OBJECTIVE

Senior management position with a technology company in need of a creative futurist with strong international business development, fundraising, and marketing skills.

PROFILE

- ⇒ Broad experience in management and business development, capital raising, international marketing, R&D, and intellectual property.
- ⇒ An intuitive understanding of market trends and histories, and the importance of strategic planning and synergistic alliances.
- ⇒ Proficient at business model and brand development, e-commerce, technical writing, media relations, and marketing communications.
- ⇒ Skills in strategic thinking and elegant problem solving using cross-disciplinary experience and knowledge.
- ⇒ Experience with investor relations and business networking for startups, with multiple investment community contacts.
- ⇒ Compelling spokesperson, able to demystify a wide-range of complex technologies across market boundaries.
- ⇒ Excellent presentation skills for selling technical products and services in domestic and international markets.
- ⇒ Successful negotiator with experience in Europe and Asia.

EXPERIENCE

Impinj, Inc., Seattle, WA 2004-present

International RFID Technical Standards Consultant

Independent consultant working with senior management to draft and edit a proposed ISO/IEC standard for 2nd-generation radio-frequency identification (RFID) devices mandated for deployment in January, 2005 by Wal-Mart, the Department of Defense (DoD), and others

Open Interface North America, Inc., Seattle, WA 2002-2003

International Business Development

Independent consultant working with senior management to prepare a strategic plan for introducing the company's Bluetooth technology to new consumer markets. Identified and evaluated opportunities to add value to Open Interface's royalty-based business model by vertically integrating and licensing turnkey hardware reference designs. Created marketing requirements documents (MRDs) and complete technical specifications for Bluetooth Audio/MIDI Adapter. Focus on developing Asian and EU markets.

Rane Corporation, Mukilteo, WA 2003-present

Marketing Communications

Independent consultant working to formulate and implement a brand strategy and public relations program for this manufacturer of professional audio products. Developing Internet presence and community to feature existing Rane-based system.

Connectivity Innovations, LLC, Washington, DC 2002-2003

Senior Trainer

Independent consultant teaching IEEE-1394b high-speed communications technology to engineering teams in the military and automotive sectors.

**EXPERIENCE
(CONT.)**

Digital Harmony Technologies, Inc., Seattle, WA

1997-2002

Co-Founder and President/CEO

Established this company to commercialize and license an audio/video interface for consumer electronics based on the IEEE-1394 (FireWire™) standard. Operation was frozen in 2002 after stock market losses propagated through to all tiers of in-process potential investors.

- ⇒ Wrote business plan based on an original and innovative licensing/royalty model.
- ⇒ Hired, trained, and motivated an efficient team of engineers, support staff, and managers; grew company from 2 to 50 employees.
- ⇒ Personally recruited CEO, CTO, SVP Legal, and other key managers.
- ⇒ Planned and specified the company's products and services, including *Composer™*, an Internet-savvy home entertainment network controller.
- ⇒ Established Digital Harmony as the #1 international supplier and brand through high-visibility media strategies and standards body leadership.
- ⇒ Planned and implemented all marketing strategies, including media relations, industry partnerships, market research, and promotions.
- ⇒ Wrote company print collateral, user guides, corporate press releases, web site content, and industry newsletters.
- ⇒ Planned and successfully implemented cooperative, multiple-vendor events at multiple Consumer Electronics Shows (CES).
- ⇒ Formulated and implemented Digital Harmony developer conferences.
- ⇒ Spoke extensively to promote the benefits of IEEE-1394 technology and the Digital Harmony brand at industry and media events.
- ⇒ Quoted and interviewed at various times by *The Wall Street Journal*, *EE Times*, *Home Theater*, *Pro Sound News*, *Audio/Video Interiors*, *Wirtschafts Woche* (Germany), *Electronic Engineer* (Taiwan), and *Nikkei* (Japan).

A summary of successful transactions:

- ⇒ Raised initial seed funding of \$1 million from private investor.
- ⇒ Raised \$11 million in later rounds from corporate (Cirrus Logic, Austin; Walsin Lihwa, Taiwan; two others that are confidential), institutional (Anderson Technology, Hong Kong), and venture capital (MW Capital, Vancouver).
- ⇒ Negotiated licenses and per-unit royalty agreements with consumer electronics, audio, and computer companies, including Boston Acoustics, Denon (Japan), Harman Kardon, Infinity, JBL, Lexicon, Linn (Scotland), M-Audio, Meridian Audio (England), Onkyo (Japan), Peavey, Polk Audio, QSC Audio, SonicBlue, TC Electronic (Denmark).
- ⇒ Acquired two companies to expand patent portfolio: PAVO Labs, LLC (watermarking, data-over-audio) and Music Sciences, Inc. (multi-channel wireless digital audio).
- ⇒ Negotiated innovative semiconductor design contracts (including license fees and per-chip royalties) with Cirrus Logic, ARM, and InSilicon that resulted in an operational Rev A RISC fabricated by ARM.
- ⇒ Negotiated up-front customer deposits, which improved cash flow.
- ⇒ Sold reference designs to Sony, Yamaha, Intel, and Microsoft.
- ⇒ Traveled extensively to support international business development, and negotiated agreements with parties in Japan, Taiwan, Hong Kong, Denmark, England, Scotland, Netherlands, and South Africa.
- ⇒ Negotiated high-profile joint marketing efforts with Sony, Microsoft, Philips, Cirrus Logic, and the 1394 Trade Association.

**EXPERIENCE
(CONT.)**

- PAVO Labs, LLC, Seattle, WA 1997-2000
Co-Founder and President/CEO
 Audio technology development and licensing firm. Company was operated concurrently with Digital Harmony for a period of time.
- ⇒ Funded company entirely from operations.
 - ⇒ Inventions and patents in audio watermarking, wireless audio, serial interfaces, data-over-audio, and infrared technologies.
 - ⇒ Brand portfolio: *BiDAT™*, *PAWS™*, *Realm™*, and *WireFree™*.
 - ⇒ Negotiated development contracts with Altec Lansing, Analog Devices, Columbia Records (Japan), Harman Kardon, and Microsoft.
 - ⇒ Negotiated licensing agreement with JBL Professional, including guaranteed minimum royalty payments.
 - ⇒ Negotiated sale of company to Digital Harmony in 2000.
- PAVO, Inc., Philadelphia, PA 1992-1997
Founder and President/CEO
 Designer of low-cost, microprocessor-based devices and educational kits for MIDI control of fountains, sensors, pyrotechnics, solenoids, pumps, lighting, etc. Early AOL partner and Internet e-commerce site for art & technology. Company was operated concurrently with Digital Harmony for a period of time.
- ⇒ Products: *MIDItools™* real-world controllers, *Synth-A-Beam™* lighting modules, *Guardian™* respirator monitors, *SmartCell™* intelligent battery packs, and *Papaya™* IEEE-1394 interfaces.
 - ⇒ Designed and installed controllers at Lotte Sky Plaza amusement park (Pusan, South Korea), Experience Music Project (Seattle), Marriott Hotels (Philadelphia), and San Antonio's International Airport.
 - ⇒ MIDItools designs featured on Sesame Street and MTV.
 - ⇒ Wrote, edited, and published "*IndieVisions*," an international subscription newsletter for artistic technologists.
- Lighthouse Music Group, Inc., Seattle, WA 1989-1992
Owner/Producer
 State-of-the-art, MIDI-based audio and video production studio.
- ⇒ Wrote curriculum and taught MIDI and home recording classes.
 - ⇒ Credits include TV, radio, and corporate video.
- REMEC, Inc., San Diego, CA 1986-1989
Product Line Manager, RF Switches
 Early shareholder at startup manufacturer of 2-20GHz components.
- ⇒ Achieved 100% annual growth rate to \$6 million in sales.
 - ⇒ Supervised team of 4 engineers, 2 technicians.
 - ⇒ Participated in company IPO
- Hughes Aircraft Co., Los Angeles, CA 1983-1985
Hughes Scholar: *full scholarship for study at M.I.T.*
 Systems engineer in Space & Communications Group.

**PUBLICATIONS
& PUBLIC
SPEAKING**

Co-author of or contributing writer to two books:

- ⇒ Digital Projects for Musicians by Craig Anderton, Bob Moses, and Greg Bartlett, with foreword by Herbie Hancock.
- ⇒ The Essential Guide to Home Networking by Gerard O'Driscoll.

Published papers and articles include *Information Appliances – New Toys and New Business Models*; *The Home Entertainment Gateway*; *Digital Set-Top Boxes in IEEE-1394 Home Entertainment Systems*; *New Audio & Video Opportunities for 1394-enabled PCs*; *Audio Distribution & Control Using the 1394 Serial Bus*.

Frequent invited speaker and lecturer at international consumer electronics, entertainment, audio, computer, and automotive industry events, including Home Networking Forum, Digital Hollywood, Nikkei Automotive Seminar (Tokyo), I-IC (Taipei), Audio Engineering Society, Consumer Electronics Show, and WinHEC.

EDUCATION

Massachusetts Institute of Technology, Cambridge, MA 1986

Master of Science Degree: Electrical Engineering and Computer Science.

Thesis: *Observations of the Spatial and Temporal Response of Human Color Vision*.
GPA: 4.9/5.0. Award: Hughes Scholar.

Massachusetts Institute of Technology, Cambridge, MA 1985

Bachelor of Science Degree: Electrical Engineering. Thesis: *A MIDI-Based Computer-Music Workstation*. Minor: Philosophy. GPA: 4.9/5.0.

Columbia Heights High School, Columbia Heights, MN 1981

Valedictorian: class of 503 students.

**COMPUTER
SKILLS**

Expert user of presentation, web/print design, streaming media, financial, networking, and productivity software for both Windows and Mac OSX.

PERSONAL

Married, with two kids. Love of music, travel, public speaking, basketball, socializing, mentoring, writing, songwriting, performing.