

Paul Raymond Sand

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SUMMARY

Innovative dynamic executive, with progressive experience and notable achievements in diverse industries. Proven B2B strategist that turned lackluster markets into dynamic growth segments. Solid business results producer that generated billions of dollars of product sales through creative marketing, sales and product strategies. Recognized innovator credited with 42 inventions leading to 18 awarded US patents that have significantly impacted company's dominant market position. MS: Northwestern University.

EXECUTIVE ACHIEVEMENT SUMMARY

mVerify Corporation *Develops and markets advanced , automated software testing products. \$1M in annual sales.* 2003 to 2007

Vice President,

Business Development

Joined mVerify Corporation in its very early stages. Defined product and market strategies and developed business relationships that moved the company into its initial and subsequent revenue generation stages.

Key Accomplishments:

- ◆ Produced sales that lead to a successful first round of individual capital investment and a second round of institutional investment.
- ◆ Developed marketing collateral and sales strategy that generated sales in each key market segment.
- ◆ Personally closed sales in each of the target market segments.
- ◆ Established low-risk, high value strategic relationships with key industry suppliers.

Lucent Technologies *Develops and sells voice & data communications products (wired & wireless) globally to large telecommunications service providers; \$12B in annual sales* 1992 to 2002

Senior Manager, Product and Business Management

Recruited to 500-employee unit, to groom it for spin-off following market share collapse from 70% to 7% after Lucent acquired Octel. Managed portfolio of 7 voice messaging solution products, generating \$269 million annually, sold primarily in the US, Canada, Europe, Central & Eastern Asia, and the Pacific Islands. Managed product unit's P&L and factory production. Doubled market share in 12 months, increased cash generated per unit shipped by more than five fold in 18 months, decreased operating expenses by 67% in first year. Recruited, hired, trained and supervised managers and indirectly guided 104 engineers in Bangalore, India, and Dallas, TX.

Key Accomplishments:

- ◆ In just 12 months, doubled annual market share of the troubled unit to 14%.
- ◆ In 18 months, increased cash generation per unit shipped from \$275,000 to \$1.5 million, increasing profit margins by more than six fold.
- ◆ Trimmed R&D plan from \$25 million (1/01) to \$9 million (12/02) to increase investment in next generation product while increasing sales of the current generation product and decreasing product support costs.
- ◆ Contributed to 5% drop and continual downward trend of reported system faults & failures, as well as an increase of system fix response/closure time from 71% to 87%.
- ◆ Managed factory production of with a \$6M quarterly inventory turn supporting \$50-75M in sales. Managed production forecasting, approved material purchases, managed lifetime buys.

***Senior Manager, Product
and Business Management***

1999-2000

P&L accountability for \$1 billion product line within \$6 billion organization, serving customers in the US and internationally. Directed staff of 10, with respective responsibilities for seven major product areas. Managed R&D budgets of \$25 million-\$30 million. Challenged with migrating customers to new line unit products to cut COGS by 50% and meet projected price points, while delivering identical profit margin. Also tasked with introducing broadband access products and exiting a strategic signaling product line.

Key Accomplishments:

- ◆ Delivered overall annual cost reductions of \$240 million in manufacturing and design processes, meeting corporate directives of 5%-7% annual reductions within a \$6 billion organization.
- ◆ Maintained \$1 billion revenue stream while successfully launching broadband access products within switching equipment product line.
- ◆ Opened new sales channel for broadband access products within international accounts and emerging US providers within 4 months of product launch.
- ◆ Reacted to severe major market changes and reduced R&D budget from \$19 million to \$3 million while maintaining top-line revenue commitments.
- ◆ Lead the Common Market Planning Process and aligned \$1B of sales commitments with a \$30M R&D Investment Portfolio that resulted in 20% more sales than forecast.
- ◆ Negotiator favorable post-spin-off supply agreements with Avaya, Inc., Lucent Echo Systems, and Lucent Power Systems.

***Manager, Product and
Business Management***

1996-1999

Sequentially administered areas of product technology road mapping & strategy, line access product management, and international switching product management, supporting customers in the US and internationally. Collaborated with market management teams within North, South and Central America, Europe, Middle East, Africa, and Asia Pacific, defining product features for the international central office's switch releases. Administered annual R&D budgets of \$5 million to \$12 million.

Key Accomplishments:

- ◆ Orchestrated the successful launch of new line access product, resulting in the rapid ramp-up of sales, migrating 85% of new line access purchases from legacy technology in the first year.
- ◆ Contributed to company's dominance in the North American marketplace and international growth of 4% to 7.5% market share.
- ◆ Defined and sold "equal access" software solution to Mexican telecom service providers for \$35 million, requiring R&D investment of only \$250,000.

PREVIOUS EXPERIENCE

Progressively responsible positions at **Lucent Technologies**, **AT&T Network Systems** and **Bell Laboratories**, Naperville, IL

EDUCATION**LUCENT TECHNOLOGIES EXECUTIVE TRAINING PROGRAM**

Post Graduate Certificates: Product Management (emphasis in Business and Financial Management), St. Johns University, Piscataway, New Jersey; New Product Introduction, University of Michigan, Ann Arbor, Michigan.

NORTHWESTERN UNIVERSITY

McCormick School of Engineering and Applied Science – Evanston, Illinois

Master of Science: Computer Science

JAMESTOWN COLLEGE

Jamestown, North Dakota

Bachelor of Arts: Majors in Business Administration, Computer Science and History-Political Science