MARC T. SCHNEIDER

(408) 858-4531   MS7330@YAHOO.COM

SUMMARY OF QUALIFICATIONS

Accomplished product management professional with solid hands-on experience and proven product development success at start-ups and leading high-growth technology companies Sun Microsystems and Philips Semiconductors:

- Managed datacenter and embedded motherboard products with annual revenues in excess of $150M
- Developed product marketing strategy and created business plan to raise $26M in venture capital.
- Led engineering and manufacturing development of a $2.5M consumer storage server project.
- Streamlined SmartCam™ manufacturing reducing cost by 40% and improving assembly time 50%.
- Created the award-winning Sun Ray™ thin client capturing over 45% of Sun's existing desktop sales.
- Developed system-on-chip technology reducing Sun Ray 1G™ cost by $5M over the life of the product.

PROFESSIONAL EXPERIENCE

Supermicro, Inc., San Jose, CA   2011 - Present
Product Manager
Product Manager for high performance Intel Xeon architecture dual processor motherboards with specific focus on Supermicro's WIO/UIO and embedded line of products.
- Successfully launched ten new X9 generation motherboards for 1U/2U class of high-end storage, datacenter, cloud, and embedded OEM products.
    - Managed server and embedded motherboard products whose annual revenues are excess of $150M
    - Kick-off projects; drove the development schedule, led status meetings with engineering and validation lab, engaged routinely with upper management, vendors, server PM, or with OEM customers.
- Develop go-to-market strategies, promotions, and maintain product roadmaps. Provided regular customer, sales, FAE, and channel training. Created collateral for web, social media, publications, tradeshows, and sales training.
- Perform in-depth market research and competitive analysis, sales analysis, and forecast reviews. Deliver regular sales performance reports to C-level management. Key member of CEO's embedded task force responsible for managing Supermicro's overall embedded product strategy, product mix, positioning, and partner relations.

Photon Wall, Inc., Los Altos, CA   2009 - 2011
Product Manager
Product Manager for an early stage consumer OLED display technology company providing market analysis used in the creation of its business plan.
- Created business plan to raise over $26M in initial round venture capital.
    - Created product definitions, development schedule, organizational and operational structure, budgeting, and pro-forma financials.
    - Developed the channel and product strategy, product road-map, and forecast projections establishing a Total Addressable Market (TAM) size of $2.8B that successfully captured investor interest.
- Performed in-depth market research and competitive analysis, developed a go-to-market strategy.
- Led vendors to establish price, packaging, special materials requirements, and development schedules.
- Coordinated with engineering in defining planning, scheduling, and logistics requirements to be included in the business plan.

Protium Computing, Inc., San Jose, CA   2005 - 2009
Manager of Hardware Development
Program Manager at an early stage start-up responsible for the creation of an easy to use low-cost smart storage server with enterprise-grade fail-over capabilities based on the PowerPC architecture designed for home use.
- Led the hardware development for the storage server appliance.
    - Developed a $2.5 Million R&D budget which included planning, scheduling, and development costs.
    - Led the qualification and selection of Electronic Manufacturing Service (EMS) partner, industrial design (ID) partner, and other key technology suppliers.
    - Served as Hardware Architect creating specifications, documentation, and guidelines for EMS partner.
- Conducted competitive research, analysis, and focus groups to gather key market intelligence to establish product positioning, performance, and pricing.
- Created product marketing requirements, product strategy, and road-map data for business plan.

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Futuretel Digital Imaging LLC, Fremont, CA   2004 - 2005
Manufacturing Operations Manager
Production Manager responsible for the manufacturing of the SmartCam™ networked digital video security camera developed for commercial and government security applications.

- Developed improved production and process flow to maximize operations throughput efficiency.
    - Reduced manufacturing cost by over 40%.
    - Shortened assembly time by 50%.
    - Lowered the defect rate by 38%.
- Led critical audits of sub-assembly suppliers to simplify assembly design and reduce unit costs.
- Utilized engineering expertise to improve SmartCam™ design, reduce cost, quality and reliability.
- Provided mentoring and training, created procedural guidelines, and managed problem tracking/resolution.
- Created presentations and made tactical recommendations to executive management.

Sun Microsystems, Inc., Menlo Park, CA   1995 - 2001
Hardware Design Engineer
Design Engineer for the hardware development of the best-in-class Sun Ray™ virtual desktop client to address 45% of Sun's desktop customers, call centers, E-CAD, and higher education markets.

- Led client engineering team to develop new products, reduce cost, and cycle time.
    - Launched 3 Sun Ray™ thin client models to the market in just over two years time.
    - Led product spins resulting in15% cost savings.
    - Co-author of US patent 6,993,617 B2 for a system-on-chip ASIC which saved Sun over $5 Million.
    - Drove agency qualification process and defined product functional performance testing.
    - Led critical engineering audits of manufacturing partners in Asia.
- Partnered with marketing to analyze customer requirements, develop road maps and collateral.
- Developed technology training seminars for the North American 1st and 2nd tier service personnel.

Hardware Design Engineer (Mountain View, CA)
Design engineer at Sun Microsystems Laboratories responsible for developing custom hardware for various research projects used in developing future product technologies for Sun Microsystems.

- Created various hardware devices for use in security, multimedia, storage, and advanced workstation research including the NeWT prototype thin client, the predecessor of the award winning Sun Ray™.
    - Successfully deployed over sixty NeWT clients as part of a scalability research experiment.
    - Architect in-charge of client project management, vendor management, engineering design, verification, and creation of product's definition, specification, and design documentation.
    - Presented client architecture to executive management at SunLabs annual technology review.
    - Successfully transitioned NeWT technology to Sun's Information Appliances product group.
- Designed prototypes for other projects including SunTuner, SLICvideo, SLICText, and NetCam.
- Maintained research & development labs with dedicated project servers and equipment worth over $1.5M.

ADDITIONAL EXPERIENCE

Marketing Applications Engineer at Philips Semiconductors, Sunnyvale, CA   1993 - 1995

Senior Engineering Technician at Sun Microsystems, Inc., Mountain View, CA   1988 - 1993

EDUCATION AND AFFILIATIONS

San Jose State University – San Jose, CA
Bachelor of Science in Business Administration Management

Professional Affiliations:
SVPMA, IEEE, Power.Org