

HARRY HIRSCHMAN

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EXPERIENCE

PATHSCALE, INC.

Director of Product Marketing

Mountain View, CA

Jan 2005 - Apr 2006

Venture-funded startup that develops high-performance interconnect ASICs and adapter cards for InfiniBand clusters, a 64-bit compiler and MPI development tools; Acquired by QLogic (NASDAQ: QLGC) for \$109 million in cash

- **Product Marketing:** Launched two InfiniBand (HTX and PCI Express) adapter product lines into the High Performance Computing market; Recruited and managed channel partners worldwide; Managed internal lead generation programs and joint programs with channel partners; Developed customer references, white papers, case studies, data sheets and other collateral; Developed and maintained website messaging, content, and presence; Executed worldwide tradeshow participation; Led the customer and partner communication programs and drove PR/AR activities
- **Product Management:** Developed strategy and positioning for the InfiniPath HTX and PCIe InfiniBand adapter cards and their software stacks; Developed and maintained the competitive analysis and created corporate presentations for customers, partners, press and analysts; Created and delivered field sales training for resellers and channel partners
- **Business Development:** Persuaded motherboard manufacturers to launch over one dozen products with HTX expansion slots; Convinced resellers, channel partners and switch vendors to put HyperTransport -enabled products on their standard pricelists; Participated in obtaining a round of venture funding
- **Chairman,** Marketing Working Group, HyperTransport (HT) Consortium: Planned and executed the launch of HT3, the industry standard for HT-based products; Led the development and execution of programs to engage members in joint marketing and lead generation activities; Furthered the development of the HT ecosystem

SUN MICROSYSTEMS, INC.

Senior Manager / Principal

Menlo Park, CA

Jun 2000 - Dec 2004

x86 Entry Server Product Line, Network Systems Group

- **Product Development / Product Program Manager:** Led three cross-functional teams developing products based on Intel's x86/IA32 architecture including the team that released the Sun Fire V40z (a four-processor, AMD-based server that set world-records for multiple performance benchmarks) on schedule and under budget; Responsible for driving all customer requirement, product specification, vendor selection, development, integration, and "go-to-market" activities; Drove programs through Sun's eight-phase product life-cycle process; Cancelled products that did not support the company's strategy
- **Strategy Development:** Led a strategy team that recommended to the CEO's Portfolio Strategy Group a broad product line based on AMD chips that resulted in a major strategic alliance between Sun and AMD and the eventual introduction of six hardware products

Mobility Strategy and Market Development Group, **Wireless Strategy and Business Development**

Corporate Development (M&A) Group, **Venture and Strategic Investments, Acquisition Integration**

BOOZ·ALLEN & HAMILTON INC.

Senior Consultant, Information Technology Team, PMP Certified

San Diego, CA

1997 - 1999

- **IT Strategy:** Led the requirements analysis and Project Management and Control implementation efforts for the Navy's Information Technology Procurement Command, a \$2.5 billion organization
- **Project Management:** Trained and led a group of 10 consultants who worked with a large organization to horizontally integrate its disparate software products into one seamless offering with a common release cycle
- **Business Process Re-engineering:** Co-led the effort for the County of San Diego
- **Life-Cycle Cost Estimating:** NASA liquid fly-back rocket booster for the Space Shuttle

UNITED STATES NAVY

Lieutenant, Naval Aviator, **FA-18 Hornet Pilot**

Florida, Texas, Washington D.C., California

1989 - 1997

- **Deputy Program Manager:** Managed 125 craftsmen at a repair and overhaul facility
- **Presidential Commission on Women In Combat:** Led domestic and international fact-finding missions
- Awarded **Student of the Year** honors for completing three phases of flight training, including a rigorous academic curriculum, with the highest ranking of over 1,000 Navy, Marine Corps and Coast Guard officers

EDUCATION

THE WHARTON SCHOOL, University of Pennsylvania

Master of Business Administration with honors

Philadelphia, PA

1999 - 2001

Member, Dean's Graduate Student Advisory Council

Engineering Elective – Networking Protocols, Practice and Theory

Wharton Leadership Ventures: Mountain-Climbing Expedition to Ecuador's Mount Cayambe (20,000 ft)

UNIVERSITY OF CALIFORNIA LOS ANGELES

Bachelor of Arts, Economics

Los Angeles, CA

1982 - 1986

Proud to be UCLA's "**Joe Bruin**" mascot