

CLIFF HANNEL
VERSATILE C-LEVEL TECHNICAL EXECUTIVE

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SUMMARY	A versatile leader who has devised and implemented successful growth strategies, built and managed multi-national teams, delivered dozens of products, and bought and sold companies across a range of technologies and markets. A creative, entrepreneurial and analytical problem-solver of proven value who has consistently filled multiple executive roles and achieved expert status across several markets.	
HIGHLIGHTS	<ul style="list-style-type: none"> ➤ Built and managed many organizations of up to 230 engineers on 3 continents ➤ Maintained growth through downturn with innovative redirection of architecture and focus ➤ Expanded products, markets and offshore development through acquisitions and licensing ➤ Set roadmap and priorities to deliver hundreds of releases of dozens of products 	<ul style="list-style-type: none"> ➤ Identified trends and threats through in-depth analysis of business intelligence ➤ Drove high level architectures and designs with patented innovations ➤ Established thought leadership, clearly communicating vision to investors and analysts ➤ Focused early stage companies by engaging with customers and sales to clearly reset strategy
EXPERIENCE: NETWORKING, HARDWARE, SOFTWARE, STORAGE & DATABASE, ALTERNATIVE ENERGY		
Continental Wind Power Carpinteria CA 1/11 to 8/11	<i>Continental Wind Power designs and manufactures mid-sized wind turbines for distributed applications</i> CTO Built engineering team from scratch and advanced turbine design toward production. Surveyed competitive turbines, technologies and go-to-market channels. Created turbine financial modeling tools and collateral materials. Actively involved with board of directors/investors. <u>Key Technologies:</u> aerodynamics, power conversion, mechanical design and analysis, modeling	
QuorumLabs Fremont CA 6/09 to 1/11	<i>QuorumLabs simplifies complex technologies for broader deployment into SMEs</i> VP of What's Needed Identified strategic and organizational gaps and refocused company during critical early stage. Defined product roadmap and targeted messaging and engaged with customers and sales team to refine go-to-market strategy and relaunch company and product. Bridged gap while building the management team in Product Management, QA, Marketing, Support, Manufacturing and other areas. <u>Key Technologies:</u> virtualization, deduplication, appliances, disaster recovery, business continuity	
Hannel Consulting Thousand Oaks CA 6/07 to present	<i>Hannel Consulting works with early stage companies on team & value-building, entry & exit strategies</i> President Independent engagements with smaller companies, serving in M&A, Product Strategy, Market Research and general advisory roles. Identified multiple buyers and sold a company in under 120 days. Interviewed another client's leading Web 2.0 customers (MySpace, Facebook, Photobucket, others) to create a product definition and go-to-market strategy for a next generation peta-scale web 2.0 storage system. Angel investor and board member or advisor for several early stage startups. <u>Key Technologies:</u> network monitoring and management, data storage, video surveillance, test and measurement	
Ixia (NASDAQ:XXIA) Calabasas CA 5/00 to 6/07	<i>Ixia designs, manufactures and sells the world's leading IP network performance testing systems.</i> Vice President, Product Development (executive officer), 5/00-9/04 Vice President, Acquisitions & Strategy (executive officer), 9/04-6/07 <ul style="list-style-type: none"> ➤ Key member of executive team that built Ixia through IPO and into a \$185M market leader Managed product development including hardware, software, QA, documentation and release management. Built team from 25 to 230 while mapping out product and technology strategy. Active in recruiting hundreds in Sales, Marketing, Operations and Support. Launched centers in India and Romania through multiple acquisitions. Considered one of the most knowledgeable people in the IP Test & Measurement industry, acting as spokesperson with customers, board, analysts and institutional investors. Engaged with leading customers (Cisco, Microsoft, Extreme Networks, Nortel) to define products to meet evolving needs. Analyzed and presented expansion and acquisition opportunities and executed resultant plans. Built and managed patent portfolio; inventor/co-inventor on 13 patents pending or issued. <u>Key Technologies:</u> electronic hardware, FPGA design, network performance testing, functional testing, Linux (kernel) and Windows software, database, Ethernet, packet over SONET, ATM, IP routing and protocols (BGP, OSPF, TCP, HTTP, FTP, SMTP, POP, IMAP, MPEG, RTP/SIP/VoIP, others), wireless	

<p>Internet Dynamics</p> <p>Westlake Village CA</p> <p>8/96 to 5/00</p>	<p><i>Internet Dynamics was an Internet software startup specializing in network security appliances integrating authorization, access control, encryption (VPN) and PKI. Their IP was acquired in 2000.</i></p> <p>Vice President, Product Development</p> <p>Managed all product development including hardware, software, QA, documentation and release management. By quickly learning about internet security and energizing the startup team, rose to executive officer position, defining internal processes and systems while mapping out product and market strategy. Built & led multi-disciplinary team for 5 releases of the Conclave integrated security product suite. Acted as CTO, communicating company vision and strategy.</p> <p><u>Key Technologies:</u> network security, Windows software (C++, C, kernel), authentication, encryption, PKI, virus scanning, URL filtering, access control, policy management, database</p>
<p>Alpharel</p> <p>Camarillo CA</p> <p>5/95 to 8/96 (now Altris)</p>	<p><i>Alpharel (now Altris) is a developer and integrator of enterprise client/server document management systems (\$25+ million/yr, 200 employees). The Camarillo site was being closed to consolidate facilities.</i></p> <p>Senior Program Manager, Client/Server Document Management Systems</p> <p>Transitioning my career from robotics and manufacturing to networking and software, learned a new technology and market and became a trusted leader and problem-solver engaging with Fortune 100 clients (Wal-Mart, Continental Airlines, School Districts) on some of the largest distributed document management systems ever created. Successfully analyzed, planned and delivered multiple systems on time. Conceived and led development of new internet-based systems to supercede traditional client-server products.</p> <p><u>Key Technologies:</u> client-server database design, document management, scanning, full text search, mass storage</p>
<p>EXPERIENCE: ROBOTICS & AUTOMATED MANUFACTURING SYSTEMS</p>	
<p>Hetherington</p> <p>Ventura CA</p> <p>7/94 to 5/95</p>	<p><i>Hetherington was a manufacturer (\$2.5+ million/yr, 21 employees) of sophisticated ultra-high temperature and controlled environment processing systems. The company was sold to an out-of-area buyer.</i></p> <p>Vice President, Engineering & Operations</p> <p>Ran all R&D, manufacturing and internal operations. Cleared backlog, set up systems and positioned company for quick sale.</p>
<p>Highlight/VStor</p> <p>Calabasas CA</p> <p>4/93 to 6/94</p>	<p><i>Highlight/VStor was a startup formed to develop and sell automated retailing systems based on my design. The Swiss backer was not able to continue funding the startup and left the U.S. market.</i></p> <p>Founder & Vice President, Engineering & Operations</p> <p>Conceived and developed pre-Internet multimedia database and automated retailing application. Built prototype hardware and software that received heavy press coverage.</p>
<p>Odetics</p> <p>Anaheim CA</p> <p>7/87 to 4/93</p>	<p><i>Odetics was a diversified incubator, developer and manufacturer of high technology products in broadcast automation, robotics, data storage, GPS timing equipment, security and spaceborne products that spun out two new public companies.</i></p> <p>Sr. Program Manager, Business Development Manager</p> <p>Led the concept and development of some of the most advanced robotic systems in the industry. Transitioned into business development role, presenting expansion opportunities that leveraged Odetics' technology and market strengths. Lived in Paris, France for one year, working with the French Atomic Energy commission on the use of robotics for nuclear power plant maintenance.</p>
<p>Lockheed</p> <p>Burbank CA</p> <p>6/84 to 7/87</p>	<p><i>Lockheed aircraft was one of the largest aerospace companies in the world and produced the largest, fastest and highest flying military aircraft in the world.</i></p> <p>Senior Research Engineer/Principal Investigator/Program Manager</p> <p>Designed and managed the development of advanced robotic manufacturing systems, worked on proposals for large-scale government contracts. Won Lockheed R&D Innovation award and was rapidly promoted with my compensation doubling in less than 3 years.</p>
<p>EDUCATION</p>	<p>UC Santa Barbara, B.S. Mechanical Engineering, top 5%</p>
<p>PATENTS</p>	<p>13 patents issued and pending in software, system and mechanical design</p>