

CLIFF HANNEL
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 risen to key executive roles across several markets.

HIGHLIGHTS

- 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
- Built and managed organizations of up to 230 engineers
- Identified potential 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
- Successfully engaged with leading customers and sales staff to define new products

EXPERIENCE: NETWORKING, HARDWARE, SOFTWARE, STORAGE & DATABASE

[Hannel Consulting](#)
Thousand Oaks CA
6/07 to present

Hannel Consulting advises early stage companies on entry and exit strategies

President

Seeking independent engagements with smaller companies, served in a range of M&A, Product Strategy, Market Research and general advisory roles. Identified multiple buyers and sold a company in under 120 days. Interviewed my 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 that was then funded and is under development. Continuing my role as a respected member of the [Tech Coast Angels](#), performing diligence and early stage startup advisory.

Key Technologies: network monitoring and management, data storage, video surveillance, test and measurement

[Ixia](#) (NASDAQ:XXIA)
Calabasas CA
5/00 to 6/07

Ixia designs, manufactures and sells the world's leading IP network performance testing systems. It was founded in 1997, went public in late 2000 and has grown to over \$185M in annual revenues while remaining profitable every quarter since products were first shipped. I continue to consult with Ixia.

Vice President, Acquisitions & Strategy (executive officer), 9/04-6/07

Vice President, Product Development (executive officer), 5/00-9/04

➤ **Key member of executive team that made Ixia a \$185M market leader**

Managed all product development including hardware, software, QA, documentation and release management. By expanding knowledge of network performance testing and related technologies, quickly rose to executive officer position, defining internal processes and systems while mapping out product and market strategy. Built Engineering team from 25 to 230. Active in recruiting hundreds of others in Sales, Marketing, Operations and Support. Launched engineering centers in India and Romania through multiple acquisitions. Considered one of the most knowledgeable people in the Test & Measurement market, acting as spokesperson with employees, customers, board of directors, analysts and institutional investors. Engaged with leading customers (Cisco, Microsoft, Extreme Networks, Nortel) to define products that meet evolving needs in Video over IP and other new technologies. Analyzed and presented adjacent markets, presenting expansion and acquisition opportunities and executed resultant plans. Built and managed patent portfolio; inventor/co-inventor on [13 patents](#) pending or issued

Key Technologies: 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)

<p>Internet Dynamics Westlake Village CA 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.</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 Camarillo CA 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 Project 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 manager 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 Ventura CA 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 Calabasas CA 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 Anaheim CA 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>Led the concept and development of some of the most advanced robotic systems ever created. 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 Burbank CA 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 nation.</i></p> <p>Senior Research Engineer/Principal Investigator</p> <p>Designed and managed the development of advanced robotic manufacturing systems, winning Lockheed R&D Innovation award.</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>