

DAVID CHU

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SUMMARY

Global Business/Product Management/Marketing Leader skilled in increasing sales and market share through strategic analysis, planning, and operations management to meet customer needs. Background in telecommunications/mobility (Key/PBX systems, LAN telephony and VoIP, and Rugged Mobile Computers), information processing and technology. Also possess broad, in-depth business/marketing experience. Spoken Chinese (Cantonese) as a second language. MBA; MS Computer Science.

PROFESSIONAL EXPERIENCE

MOTOROLA INC., (formerly *Symbol Technologies*) Holtsville, NY
Senior Director – Product Marketing/Management

2004 – August 2009

Managed up to eight associates marketing rugged handheld mobile computers in Symbol's largest division. Product life-cycle management of six product families totaling \$300MM annually with 50%+ standard margins and growth targeted at 50% YoY. Transitioned to Outbound Product Portfolio Marketing for North America Latin America (NALA) largest region with \$700MM in revenue. Focused on vertical marketing across Field Mobility, Healthcare, Retail/Hospitality, Transportation and Logistics, and Manufacturing and Warehousing industries.

- Exceeded business plan by 10% by launching rugged mobile computer (MC70) on schedule and within budget. Fostered communications and cooperation between Taiwan Original Design Manufacturer (ODM) and New York Development teams to meet timetable when schedule was slipping.
- Achieved 20+ points of annual growth in Wide-Area Networking (WAN/cellular) sales in a challenged economy and despite reduced capital expenditures by teaming with WAN carriers on voice and data converged applications and Field Mobility applications.
- Generated revenue 6-9 months earlier than any other product launch by introducing comprehensive Beta Plan and Trial that leveraged Independent Software Vendor (ISV) and Value-Added Reseller (VAR) partners.
- Increased margins through Sales and Channel partners by emphasizing product portfolio positioning and value proposition vs competition, selling solutions and ROI rather than price.

3COM CORPORATION, Andover, Massachusetts
Executive Director – Enterprise Voice Solutions

1999 - 2004

Supervised up to 25 global associates focused on leading-edge technology of LAN telephony and Voice-over-IP (VoIP), a key strategic growth area for 3Com. Accountable for P&L, product management (product line planning and realization), and marketing (including lead generation, bundling, marketing programs and promotions, tradeshows, and PR/advertising).

- Realized 35%+ annual revenue growth with market share leadership targeted at small to medium enterprises with up to 400 users, by executing product delivery plans.
- Assured 3Com's pro-forma profitability by managing product cost-reductions and overall expense reductions.
- Expanded into select international countries (primarily North America and Western Europe while partnering in Asia as market emerged) by opportunistically building and growing team from 4 to 25 global product/marketing managers.
- Led team from start-up mentality to clearly defined product development process encompassing the entire product life-cycle ensuring a repeatable and consistent framework for long term planning.
- Attained/exceeded business goals by teaming with Sales and Field Marketing to generate in-quarter marketing promotions, bundling, and pricing actions.
- Enabled faster reactions to changing market conditions by managing competitive assessment group and creating Voice Dealer Council for a two-way dialogue with our surrogate sales channel.
- Facilitated sales transformation from point-product to solution-sales with associated applications that generated incremental data-switching revenue.

LUCENT TECHNOLOGIES (*spin-off from AT&T*), Basking Ridge, NJ **1985 - 1999**
Managing Director, Small Business Systems 1996 - 1999

Directed 13 associates focused on Mass markets portion of Small Business Systems with over \$500MM in annual revenue. Managed P&L, engineering, marketing, and product management functions.

- Sustained and grew marketshare leadership with over 1 million users per year with life-cycle product management of five different product families.
- Increased marketshare 3 percentage points despite a mature, flat market through aggressive marketing programs and new product introductions.
- Increased profit 25% by migrating direct sales model to an indirect model using VARs and expanding into new distribution channels with a variant product offering.

**Previous AT&T Experience: General Business Communications Systems (GBCS),
 Bell Laboratories, Information Systems** 1985 – 1995

Various technical and marketing individual contributor roles including: international market management, systems engineering, project management, software development and system test.

- Increased international revenues by managing two international Private Branch Exchange (PBX) releases. Partnered and negotiated with customers to define and design advanced telecommunications features and user interfaces to meet or exceed their needs.
- Successfully passed internal ISO 9000 certification audit by developing and documenting the International Systems Engineering Process.
- Won AT&T GBCS Quality Award by leading cross-development disciplines to generate and track Quality Plan and associated processes.

EDUCATION

MBA, Finance Concentration, Rutgers University, Graduate School of Management, New Brunswick, NJ **1994**
MS, Computer Science, Polytechnic Institute of New York, Brooklyn, NY **1987**
BS, Computer Science, Polytechnic Institute of New York, Brooklyn, NY **1985**

AWARDS

AT&T Vice President's 1+1=3 Award, AT&T Exceptional Contribution Award, Lucent GROWs award, Lucent Partner of Choice Award