

HOWDY PIERCE

howdy@cardinalpeak.com

SUMMARY

Eighteen years of experience in engineering management, executive management, software development, and systems design. Extremely strong leadership, technical, and general management experience in the digital video market. Strong skills in technical sales, customer relations, writing, and presentations. Possess valuable small business experience through the founding of two companies.

PROFESSIONAL EXPERIENCE

Cardinal Peak, LLC
Louisville, CO

Co-founder

Feb 2002 to Present

Managing Partner

Cardinal Peak is a specialized contract engineering firm that assists companies in bringing embedded products to market quickly and with very high certainty. We offer consulting, contract engineering and expert witness services, with special expertise in building embedded products relating to video, signal processing and mobile applications.

Responsibilities include technical consulting, software development, management of contract engineering projects, and management of day-to-day operations.

Vantum Corporation
Boulder, CO

Co-founder

Sept 1999 to Jan 2002

President and CEO

Founded and led a start-up company addressing the market for networked video (MPEG-over-IP) for enterprise applications: training, meeting recording, video documentation, and video surveillance. Our product, the Vantum Video Appliance, was awarded Best of Show at its debut at Networld+Interop in May 2001, and received strongly positive reviews in several industry trade magazines. At its peak, Vantum employed 24 people.

Raised \$7.5M of capital from a combination of venture capital firms and private angel investors. Recruited executive team. Successfully developed and launched product to rave reviews. Evangelized product and technology to the industry.

DiviCom, Inc.
Milpitas, CA

Nov 1995 to Sept 1999

Director, Technology Solutions, Sales

Led DiviCom's sales efforts to break into the U.S. cable market, culminating in winning deals with MediaOne and Time Warner Cable, two of the top three U.S. cable companies at the time.

Engineering Director, Systems Management Group

Led engineering team responsible for the management, installation, configuration, fault monitoring, and redundancy switching of DiviCom's product line. Responsible for setting and implementing the company's network management product strategy. Defined and managed product development plans, including feature sets, schedules, technical strategy, and product releases. Managed 25 employees, including their skills development, performance evaluations, career growth, and inter-personal team dynamics.

Program Manager, DiviSys System Integration Group

A founding member of the team responsible for 70% of DiviCom's revenue. Personally responsible for winning several deals measured in the tens of millions of dollars, including a contract with the americast partnership valued at over \$50M. Negotiated requirements, designed digital video systems to meet those requirements, set project schedules and budgets, managed subcontractors, and negotiated contracts with customers and subcontractors.

Taligent, Inc.
Cupertino, CA

April 1995 to Nov 1995

Program Manager, CommonPoint for Win32

Managed 20-engineer project to port Taligent's object-oriented application framework to Windows NT and Windows 95. Also managed two smaller projects in the areas of distributed objects and OO data access.

The Santa Cruz Operation, Inc.
Santa Cruz, CA

Aug 1991 to March 1995

Development Manager, Systems Management Group

Led the team responsible for software installation, licensing, and OS configuration. Led a team of 9 engineers in the design, development, and implementation of a new software management architecture. Tasks included providing the overall vision and setting individual directions; managing performance and professional development of individual team members; writing and defining detailed specifications; setting and meeting development schedules; and driving 14 other engineering groups within the company to meet specifications set by my team. As needed, wrote code in C++, C and Tcl. This 2-year project resulted in a quality release in 1995.

Program Manager, LAN Manager

Responsible for the timely, quality delivery of SCO's port of Microsoft LAN Manager 2.2, co-developed by SCO and Microsoft. Led project team of six SCO engineers and managed Microsoft's deliveries. As a part of this work, I was the technical representative during contract negotiations with Microsoft.

The Santa Cruz Operation, Inc.
Santa Cruz, CA

Aug 1991 to March 1995

Vendor Manager, Vendor Programs

Managed deliveries from SCO's software vendors for several development projects, including the on-time delivery of SCO's DOS-under-UNIX product for Open Desktop 2.0. Negotiated contracts, proactively assured vendors were on schedule and enforced requirements.

Microsoft Corporation
Redmond, WA

Summer 1989 & 1990

Summer Intern, Excel Business Unit

Created a set of macros and sample worksheets that shipped with Excel. Conducted a series of on-site interviews with business users of Excel, to guide writers in creating appropriate examples in documentation. Wrote a portion of the Excel 3.0 User's Guide.

■ **EDUCATION**

Anderson School of Business, UCLA

Management Development for Entrepreneurs, a 10-week certificate program

Carnegie Mellon University

B.S. in Mathematics and Professional Writing, May 1991. Graduated with University Honors.