

Akram Joseph Atallah

Work experience

CoreObjects Software, Inc. 2009 - Present

Los Angeles, California

Chief Operating Officer

The role includes all Delivery, Human Resources, IT, as well as the Chief Financial Officer responsibilities. Managing 350 resources including a distributed engineering organization of over 300 engineers across three international design centers. Full P&L responsibility for three business units including service delivery of over fifty ongoing new software and embedded product development projects. Restructured the delivery organization to align it with the business size while upgrading the team and setting up processes for scaling the business and growing it. Revamped the recruiting organization to meet a growth of 15% quarter over quarter while maintaining a lean bench of less than 10%.

Conexant Systems, Inc. 1999 - 2009

Red Bank, New Jersey

Sr. VP and GM – Broadband Access Business Unit 2004 - 2009

Assumed responsibility for the business unit during a major industry downturn, about 1000 employees in 9 locations across 3 continents. Restructured marketing and engineering, shut down high cost centers and shifted developments to Asia. Reduced OPEX by one third while growing the Revenue to over \$250M. Developed a new product roadmap, acquired and integrated Paxonet in India to develop a PON product line and Zarlink's Aggregation Switching business to complete the portfolio. Improved customer relations, engineering execution as well as profit margins and re-established a market leadership position. Worked directly with AT&T on the Lightspeed project definition and deployment while managing the deliverables with the system integrators. Represented Conexant on the Jungo board until its acquisition by NDS.

Newport Beach, California

VP and GM - Universal and Voice Access Business Unit 2002 - 2004

Consolidated and restructured all the analog modem marketing segments and engineering platforms under one business unit, including Document Imaging, Low Speed, and PC OEM segments. Developed a new five year strategic plan and communicated it to the BOD. Within less than a year, re-established the Fax segment leadership with over 65% market share, set up a new PC OEM support structure and increased notebook market share from less than 40% to over 60%, recaptured market share loss in the low speed segment to over 50%. Consolidated the Analog modem market by acquiring and integrating the analog modem assets of PC Tel and settled the IP licensing dispute. Grew the business to more than \$300M with over 60% gross margin. Established new growth segments to address the VoIP market and acquired the assets of ViewAhead Technology a Multifunction Peripheral company to extend Document Imaging products from only Fax to MFP.

VP Marketing and Business Director - Aftermarket and Embedded Segment 2001 - 2002

Created a new category in the analog modem market that generated more than \$100M of profits to the bottom line. Developed a single chip modem family of products targeting the gaming, set top box, point of sale, and metering applications. Got designed into every gaming platform, and won over 100 embedded designs.

Marketing Director - Aftermarket Products 1999 - 2001

Managed the world wide retail customer base and the aftermarket products, increased market share from 40% to 60% while consistently delivering greater than 50% gross margin, and over 35% product line contribution.

Rockwell Semiconductor Systems 1996 - 1999

Newport Beach, California

Product Line Manager – Controlled Modems 1997 - 1999

Managing the bottom line of the company's main product line. Set up new more effective forecasting processes and financial reporting standards, managed the launch of new V.90 products as well as the upgrade strategy. Responsibilities included managing a group of PMs, P&L, setting engineering priorities, factory production, customer relations, and external contracts.

Product Manager - Portable Modems 1996 - 1997

Launched 56K modems for portable applications, won multiple retail and PC OEM PCMCIA designs and grew the business by introducing cost effective reference designs and bridge manufacturing strategy.

Responsibilities included all aspects of product management from product inception to end of life, as well as P&L, management of engineering resources, customer support and build forecasting.

SyQuest Technology Corporation 1990 - 1996

Boulder, Colorado

Research and Development Manager.

Staffed the Boulder R&D group. Designed and implemented the hardware and software architectures for all 3.5" cartridge drives. Designed the company wide software development guidelines, as well as managed the development of a single platform for the 3.5" family of cartridge disk drives. Designed and managed the development and translation of a single "C" firmware base for the company. Implemented a fault tolerant state machine to handle the servo control algorithms, patent pending. Designed a multitasking operating system to handle the disk, drive, serial port and drive interface tasks. Designed an ASIC to handle the drive servo, automating the recovery of servo errors. Implemented the SCSI2 interface for all 3.5" cartridge drives. Designed and implemented the serial port interface and self test software. Designed data streaming, and read and write caching algorithms for the 3.5" drives. Performed many technical marketing tasks, visited, defined, resolved and implemented all customers' requests and technical issues.

Conner Peripheral Corporation 1989 - 1990

Longmont, Colorado

Senior Development Engineer.

Designed a SCSI interface chip to automate the message and command transfers, incorporating a dual buffer interface to support a dual actuator design. Followed the design from inception to implementation. Debugged the hardware and wrote the chip driver including the message handler and command parser. Developed the firmware architecture and the command queuing algorithms.

MiniScribe Corporation **1986 - 1989**
Longmont, Colorado

Development Engineer.

Managed the existing drive code on the M6C drive. Assisted the marketing group with drive qualification at customer sites and resolved technical issues. Designed the microcontroller and peripheral architecture of the M9 high capacity drives. Wrote the entire drive code including the ESDI interface. Incorporated the SCSI interface on the M9 drives. Designed and implemented the first synchronous spindle control algorithm for the company. Introduced Intel's 80C196 microcontroller on the M7 series of drives and implemented the first high performance embedded servo, software controlled 2.5" and 3.5" drives for the company.

E d u c a t i o n

University of Colorado 1990- 1994
Master of Business Administration.

University of Colorado 1985- 1986
Master of Science Electrical Engineering.

University of Colorado 1981- 1984
Bachelor of Science Electrical Engineering and Computer Science.