

## CONTACT INFORMATION

- **Arik Ramon**
- **Email -**  
[arik.ramon@gmail.com](mailto:arik.ramon@gmail.com)
- **Cell phone - 0544-683926**

## SHORT INTRODUCTION

- Many years of expertise in managing, defining and delivering HW / SW products.
- A proven record to develop ideas into workable product.
- Management background and experience working with American companies, enables to operate on a more global level.
- Competitive and innovative with excellent communications and interpersonal skills.

Have a lot of experience in the following areas:

Marketing:

- Market research while looking for a new product, which includes validation of new ideas/product with potential customers, adjusts the solution base on customer's feedback and re-evaluation.
- Product evaluation and business plan.
- Go to market plan.
- Product definition base on market input including product phases and features, user interface, definition of mechanical design, manufacturing, installation and road map.
- Customer relationship: Presentations and demos, requirements collection and system installations and successful field tests.

R&D:

- Managing small and large groups of HW, SW and QA engineers.
- Working with subcontractors locally and abroad.
- Working with off-shore groups.

## PROFESSIONAL EXPERIENCE

**Gilat-Director of product line management** - Manage the PLM group, which was responsible for products roadmap, development priorities and provide technical material to the sale group.

**Enure Ltd** – The Company developed software which managed the home network equipment.

- Manage the R&D group - 20 software and QA engineers.
- Involved in writing the MRD for the product's features, and responsible for the definition of the product's user interface
- Select sub-contractors in order to gain expertise which the company's lack (GUI and database management).

**Commil Ltd** –The Company developed solution in the Fix Mobile arena, using Bluetooth technology.

- Involved in the product definition and participate in RFP writing for British Telecom
- Manage the R&D group - 20 Engineers: HW & SW and QA.
- Involved in product installation and field tests at customer site (Korea Telecom).
- Responsible to look for offshore engineering group to help developing code for the company.
- Manage a group of Engineers in India which developed code for the company.

**StrataServe Ltd** - The company's mission was to build hardware based cache proxy with load balancer and SSL. During this period I was dealing with the following aspect of the product:

- Meeting with potential customers to validate the solution and understand the customer's main problems.
- Involved in the product definition, and MRD writing.
- Product design, cost analysis and competitor's analysis.

**KnowNet Ltd** - The Company developed a software product for the financial market, using knowledge management and smart presentation techniques. Main activities were:

- Meet with potential customer – mainly analysts from NASDAQ and from London, present them the concept and fine-tune the system behavior base on their input.
- Product definition – Select the preferable technology, define the user interface and the flow of the user activities.
- Managing the R&D activities – including the design, QA, time schedule and budget.
- Main achievement – Beta test at Green House Fund (Reuters).

**3COM Israel – New Initiative** - Define and manage new business activity for the division. Defined a product for the hospitality market, and led all the activities related to this product, which included: business plan, definition, development, manufacturing and installation. The product was installed at several hotel chains in the US and Far East.

This activity required to do:

- Market research.
- Writing business plans and presents it to 3Com management.
- Road shows and meeting with potential customers.
- Participate at shows, presenting the concept and the product (Japan, US).
- Product definition and implementation.
- Main Achievements - System Installation at several hotels (Vancouver, Bermuda).

**3Com Israel** - Director of R&D, after the acquisition of NiceCom from Nice Systems by 3com.

During this period I managed the software group (about 70 engineers), and also in charge of the current generation products: the ATM switch (CB7000), and the edge devices – Ethernet and Fast Ethernet to ATM. Among my other activities were:

- Product definition and managing the content of new software releases.
- Managing the QA Lab. This includes the product testing, installations at the customer site, and responding to problems in the field.
- Managing the NMS activities for all 3Com Israel products, keeping it consistent with other company's products.
- Managing the MIS activities.

**NiceCom group within Nice Systems** - Joined NiceCom group within Nice Systems, and was one of the 3 founders of NiceCom. During this period I was working on FDDI analyzer – firmware and MMI on UNIX, and FDDI Bridge for the US army.

#### EDUCATION EXPERIENCE

- BSc from Tel-Aviv University, Mathematics and Computer Science.
- MEI – Master of Entrepreneurial and Innovation from Swinburne University of Technology, Melbourne Australia.

#### Date posted

- 6/07/2010