

Jay Horne

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Product Management/Marketing Leader

- Extensive Product Management and Product Marketing experience
- Worked with all levels of customer and vendor organizations up to and including C-levels
- Brought two major new products to market
- In-depth knowledge of telecom with particular emphasis on wireless and next-generation telecom markets
- Excellent written and verbal communication skills

Work Experience

Alcatel-Lucent (formerly Spatial Wireless) – Plano, Texas

2004 – 2008

Senior Product Manager

Created and led Spatial Atrium Wireless Call Server Product Management team with associated R&D budget of over \$100M/year; Primed several key product evolutions and managed the release into key customer.

- Interviewed and hired entire Spatial Atrium product management team, comprised of people in both Plano, Texas and Paris, France.
- Expanded the roadmap from two customers to more than fifteen in a span of several months.
- Educated key customers on key values of next generation Call Server architecture and discussed roadmap requirements.
- Resolved significant conflict between two employees, one of whom was a direct report. Mentored employee to better enable him to interact with colleagues in a healthy manner.

Nortel Networks – Richardson, Texas

1994 – 2004

Senior Manager, Product Management (2001 – 2004)

Led wireless (GSM/UMTS) Media Gateway program definition with associated R&D budget of over \$20M/year; Provided leadership in the development of the Voice Core distributed architecture

- Met with customers repeatedly to market the Media Gateway and understand the customers' needs and business cases.
- Created original value proposition and architecture for Nortel's R4 distributed network. Aligned the efforts of several R&D teams to achieve management backing of vision.
- Led stable roadmap strategy through major upheaval in telecom industry.
- Hired and led team of several product managers to manage day to day activities: feature requirements, cost model and business case tools, answering requests for information and proposals, maintaining a product roadmap.
- Led major exploration of using an OEM in Tel Aviv, Israel, including meetings with C-levels of target third-party company and extensive internal business case development.

Product Marketing (1999 – 2001)

Marketed wireless data (GPRS) to North American accounts

- Developed wireless data marketing material for the CTIA Wireless tradeshow and represented the product on the floor of the show.
- Worked directly with customers on their wireless data strategy, engaging with various levels of the organization up to and including the CEO.
- Supported the development of several proposals that led to an extremely profitable contract with a large wireless carrier.

Account Customer Service (1999)

Enhanced VoiceStream regional office customer satisfaction

- Reshaped an existing role into a regional structure to better meet the needs of the customer.
- Led two successful major network upgrades

Product Manager (1997 – 1999)

Managed wireless (GSM) Voice Core market fit activities; Led initial wireless data element (SGSN) program definition

- Assessed wireless switch (GSM MSC) new market cost of entry for several markets.
- Developed product strategy and associated roadmap for new product introduction.
- Negotiated platform pricing with large 3rd party vendor.

Software Designer (1994 – 1997)

Designed and implemented software in numerous subsystems of the wireless switch (GSM MSC) including MAP, Call Processing, Translations, VLR, and ISUP.

- Interviewed numerous candidates and drove the hiring of several top contributors.
- Identified architectural flaw in Equal Access code. Designed new architecture, convinced management of its need, and led a team of designers to implement code.
- Designed tool to determine critical changes needed to port several million lines of code between software libraries. Primed activity to implement changes.

Education

Rice University, Houston, Texas, 1989 – 1993

- B.S. Electrical Engineering
- Double major in Philosophy

Personal

Board of Directors, Chrysalis Outreach, 2006 – Today

Ruling Elder, Town North Presbyterian Church, 2003 – 2007

Deacon, Town North Presbyterian Church, 1998 – 2002