

David Kabal  
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303-547-0750

## Résumé

### SUMMARY

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Masters in Electrical Engineering; 9+ years industry experience in product line marketing, storage, SONET, data and telecom standards, R&D and engineering for storage, networking, optoelectronic communications and semiconductor industries. 4 years IEEE, OIF, Fibre Channel and industry MSA leadership experience.

### EDUCATION

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McGill University, Montréal, Canada: M.Eng (Thesis), 1998, B.Eng., 1996. 17+ publications and proceedings.

### EXPERIENCE

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#### September 2005-present: Product Line Manager, Home Media Group, Seagate, Longmont, CO

Tactical and strategic marketing for consumer electronics hard disks for personal video recorder applications

- Manage profit and loss, revenue plan for \$500m+ revenue
- Single platter HDD responsibilities include market requirements creation for individual products, long term roadmap steering.
- Support for Asia-Pacific, Europe and top Americas customers including design reviews, roadmap discussions.
- Interface directly with engineering and customers to guide product development and roadmap steering.
- Manage Program Manager for single platter products (1 person)

#### May 2004-March 2005 (resigned): Senior Marketing Manager, Video BU, ICS, San Jose, CA

Strategic marketing and product definition for video ASICs for television and other consumer applications (PVRs, satellite and other set-top boxes, monitors, A/V receivers, printers).

- Performed business case and technical due diligence on potential acquisition targets in the US, Taiwan and Korea and managed logistics of IP and personnel transfer to ICS. Prepared detailed reports on technical and financial merits and liabilities of each target to ICS board of directors, advised on purchase price and gave recommendation for the chosen \$25m target.
- Video business unit (result of acquisition) responsibilities included definition of video portfolio: HDMI, DVI, HDCP, ADCs, Sync Separators and related front-end video products.
- Directly supported Asia-Pacific customers and Asia-Pacific based companies (e.g. SONY San Diego) through frequent visits to management, purchasing and engineering contacts at these customers.

#### Jan 2003-May 2004: Strategic Marketing Manager, MicroClock BU, ICS, San Jose, CA

Strategic marketing and product definition for communications and consumer clock generators and analog-to-digital converters (ADCs). Evaluated acquisition targets to grow the business unit.

- Grew communications & video clock generator business from \$1m to \$7m+ per year. Responsible for marketing, product definition, product line management and support for these products. This included business cases, application notes, datasheet preparation, project management and customer support.
- Responsible for marketing and applications support for communications products including Fibre Channel, SONET & Ethernet clock de jitter, generation and frequency translation devices. Applications support included hands-on support at customer sites and at ICS as required.
- Managed two employees for communications clock generator applications support and ADC product support.
- Developed all external and internal software tools & collateral for customer support.

#### Oct 2000-Dec 2002: Senior Technology Planner, Picolight, Boulder, CO

Strategic marketing, product planning and definition for new transceiver modules. Product line manager for 10 Gigabit/s transceiver modules.

- Product definition and strategic marketing for 10 Gigabit/s transceiver modules for Fibre Channel, SONET & Ethernet applications.
- Standards and multisource agreement (MSA) leader: developed standards and MSAs aligned with current and future Picolight products and technology. Standards included storage (Fibre Channel), data communications (Ethernet) and telecom (SONET).

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- Project leader for Picolight smart SFP (management interface to transceiver), including embedded microcontroller and active feedback of optical parameter information (designed paged memory management system in 1 KByte of memory for EEPROM cache).
- Editor of IEEE 10 Gigabit Ethernet standard, physical interfaces section (optical), author of XPAK, SNAP12 MSAs, representative for IEEE-SA, OIF, XFP, XENPAK, Fibre Channel.

**Mar 2000-Sept 2000: Photonics Engineer, Nortel, Ottawa, Canada**

10 Gigabit Ethernet and OC192c optoelectronic interface and system architecture for MAN products.

- Project leader: New product introduction of OC192c ports for OPTera products.
- Standards participation to forward Nortel goals for 10 Gbit/s convergence in 10GE (WAN PHY support for SONET compatibility).

**1997-Mar 2000: Member of Scientific Staff, Nortel, Ottawa, Canada**

High-speed electrical and optical network element architecture and design, including project management, contracting and manufacturing interface.

- Project leader and lead architect for advanced concept vehicle (prototype) system designs.
  - Systems implementation experience included Gigabit Ethernet, 10 Gigabit Ethernet, Packet-over-SONET, advanced multi-gigahertz board design and substrates.
  - Architect, originator and project leader for world's first 10 Gigabit Ethernet NIC (64 bit PCI), running a custom LINUX driver and bandwidth demonstration (demonstrated to public May 2000).
- Schematic capture, layout, overall system design and architecture, manufacturing and project management.
- Completed Project Management and Leadership courses in PMI (Project Management Institute) curriculum.

**TECHNICAL EXPERIENCE**

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- Programming:* JavaScript, PHP, C, C++, MySQL, Java, LabView, Perl, VHDL, Pascal, BASIC.
- CAD:* Schematic capture, system design, simulation and layout tools for ASIC, FPGA and PCB design. These include PADS, ViewLogic, Mentor Graphics, OrCAD, HSPICE & PSPICE, CADENCE.
- Lab experience:* Hands-on experience with all standard equipment in an electrical engineering lab and photonics lab. Deep experience with LabView automation, interfacing of test and measurement tasks.
- Web:* Maintain own linux-based website (david.kabal.org) including PHP, MySQL, HTML, JavaScript elements. Wrote Java applets (& JavaScript interface) for all external icst.com (ICS website) clock support tools. Familiar with CSS, HTML, JavaScript, MySQL and Java for web applications.
- Applications:* MS PowerPoint, Excel, Word, FrontPage, Access, Visio, Project; Adobe FrameMaker (expert), Illustrator, Photoshop. Comfortable with Mac, Windows, UN\*X (including linux) OS.

**OTHER SKILLS**

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- Fluent oral and written English and French, some Spanish, German.
- Red-carded wildland firefighter, Boulder County, Boulder Mountain FPD ([www.bouldermountainfire.org](http://www.bouldermountainfire.org)).
- Athletics: trail running; mountain biking; snowboarding; rock, ice & snow climbing; high-altitude mountaineering; former carded athlete for rowing.

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**COMMENTS FROM PREVIOUS SUPERVISORS, PEERS, COWORKERS:**

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"While at ICS, David was instrumental in the growth of the business unit by performing a dual role of strategic marketing and product management for a technically-challenging product line. David provided highly creative solutions to difficult customer issues and was often able to receive customer closure during his initial meeting. It would be a pleasure to work with him again." (May 28, 2005)

- Scott Gardner worked directly with David at Integrated Circuit Systems

"I worked with David at Picolight developing new optical transceiver technologies and standards. David brought strong marketing, technology and management skills to our team. He was instrumental in developing the MSA for our new product. I enjoyed working with David and found him to be a great asset." (May 25, 2005)

- Rob Pauley worked with David at Picolight

"David has the unique ability to see through the clutter and find realistic working solutions to customer needs. It's difficult to efficiently manage customer expectations with product features in the high tech industry. His efforts on the front end of a project can save much time and money. He's a self starter that understands where to find answers and goes after it." (May 24, 2005)

- Chris Simoneaux managed David at Picolight

"I worked closely with David at Picolight on new 10G optical transceiver technologies and standards. David has a unique mix of deep technical knowledge and a feel for how the market might use or accept new technologies or products. He's a strong technical marketer with a broad, flexible range of expertise. I would enjoy working with him again and I recommend him to others." (May 23, 2005)

- Tracy Earles worked directly with David at Picolight

"Dave is very bright and hard working. He is effective in technical and business situations and also in techno-political arenas such as IEEE meetings." (May 23, 2005)

- Warner Andrews managed David at Picolight