

BRAD REINARD

Results-focused business leader with 25+ years of experience in high-tech industry including electronic design automation software, e-commerce, software development environments, and quantitative investment management solutions. Experienced in building strong, collaborative and productive team culture through a positive reinforcement management style.

EXPERIENCE

DATES FROM 2019 – PRESENT

ADJUNCT PROFESSOR, CHAPMAN UNIVERSITY

Adjunct professor of management science, including business statistics

DATES FROM 2019 – PRESENT

ADJUNCT PROFESSOR, PALOMAR COLLEGE

Adjunct professor of business statistics and project management

DATES FROM 2018 – PRESENT

CIO & SENIOR PORTFOLIO MANAGER, QTR CAPITAL MANAGEMENT LLC

Investment management firm for institutional clients that specializes in quantamental, long/short equity strategies. Senior Portfolio Manager for three funds. Oversee trading, product development & strategy, inbound and outbound marketing, capital raising, operations, and compliance.

DATES FROM JAN 2007 – PRESENT

FOUNDER, CHIEF PUBLISHER & ANALYST, UPSIDE OPTIONS LLC

A trading advisory newsletter for the retail investor. Perform weekly analysis of global markets, individual stocks and ETFs. Oversee trading, product development, inbound and outbound on-line & social media marketing, and business dev. initiatives. Grew assets under management from zero to \$100 million in five years that generated top line firm revenue of \$1.2 million.

DATES FROM 2005 – 2007

GLOBAL ACCOUNT MANAGER, ATRENTA

Led the global sales team of 4 professionals for Intel worldwide. Successfully closed a +\$1 million deal with Intel after a long and complex sales campaign.

DATES FROM 2003 – 2005

GLOBAL ACCOUNT MANAGER, COWARE

A leading provider of high-level architectural design solutions for chip and systems designers. Managed named accounts including Intel worldwide. Managed multi-person team and successfully broke into Intel after a two year, complex and competitive sales campaign.

VP OF SALES, VIRTUTECH AB

Leading provider of virtualized software development solutions. Led team of five professionals to successfully achieve the aggressive yearly targets for licenses and services revenue. Drove the closure of a worldwide deal with Sun Microsystems, which contributed to increase sales by over 150% in 12 months.

VP SALES & MARKETING, EBIZPORTALS

Internet infrastructure software company. First business professional brought in to help raise series A venture capital round, and to establish a sales and marketing footprint in the US that called into the top 5 wireless carriers and leading e-commerce companies. Developed and implemented company strategy and successful product launch of a 1st generation mobile e-commerce solution that allowed customers to make purchases via a cell phones, which increased top line sales by over 300%.

JAPAN BRANCH DIRECTOR, SIMPLEX SOLUTIONS

A leading provider of IC extraction and analysis tools. Located in Tokyo and managed the Japan operations. Managed a team of 4 reps and application engineers and responsible for all strategic leadership and revenue driving projects. Successfully closed a multi-year \$1.3 million deal with Toshiba Electric, which was the primary goal of the Japan team during our tenure.

SENIOR ACCOUNT MANAGER, CADENCE DESIGN SYSTEMS

The largest supplier of electronic design automation tools and services. Managed named accounts and an open territory. Achieved CLUB status 5 out of 5 years hitting aggressive, annual +\$5 million product and services sales targets.

PRODUCT MARKETING MANAGER, CADENCE DESIGN SYSTEMS

The largest supplier of electronic design automation tools and services. Responsible for the management and growth of the ASIC Design Workbench product line, which became the #1 platform used, as measured by active seats, within semiconductor companies. (Data supplied by EE Times) Responsible for training and supporting a sales force of 250 professionals. Analyzed, negotiated with, and selected strategic 3rd party partners to integrate their products into the platform. Created marketing materials including brochures, case studies, success stories, data sheets, and white papers.

DESIGN ENGINEER, GE ASTRO SPACE DIVISION

Promoted to team lead of 3 engineers to develop a microwave payload development and testing platform for the Mars Observer and Japanese BS3 telecommunications spacecraft programs.

EDUCATION

MBA, UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS

Concentrations in finance, strategy and marketing

BS ELECTRICAL ENGINEERING, COLUMBIA UNIVERSITY

BS PHYSICS, JACKSONVILLE UNIVERSITY

SKILLS

- Advanced sales skills; advanced contract negotiation skills; advanced sales management skills; advanced product marketing skills; advanced business development skills; advanced channel marketing skills; advanced digital marketing skills
- Strong verbal communication skills; strong written communication skills; strong public speaking skills
- Strong leadership skills and able to extract high output and employee satisfaction through constructive and positive reinforcement management style; able to retain employees for long periods with low turnover; enjoy working in a team environment; project confidence, practicality & being a straight shooter; possess communications style of brevity & clarity; demonstrate empathy and active listening when interacting with people.
- Able to lead & motivate teams to rapidly penetrate and expand sales and marketing footprints into strategic customer and partner accounts.
- Competent in the following for online marketing: SEO; SEM; social media advertising; social media marketing; email marketing; inbound & outbound marketing; funnel management; WordPress, AdWords, Facebook ads, Google Analytics, SEMrush, MailChimp, HubSpot, Adobe Premiere, Adobe Photoshop, Adobe InDesign.
- Advanced user of Camtasia Studio to create webinars; experienced in giving live webinars through GoToMeeting & Zoom.
- Specialize in identifying new markets, and developing productization, monetization and go-to-market strategies
- Experienced in managing overseas operations (Japan) and conducting business with customers throughout Asia and Europe
- Fast learner; life-long learner; strong critical thinking skills including analysis, inference, evaluation, open-mindedness and explanation; results driven; good troubleshooter; logical thinker; able to make decisive decisions; able to perform under pressure
- Self-starter; naturally driven & motivated; never able to sit idle; tenacious; live a don't-give-up attitude; action oriented; resourceful; able to keep sight of end goal while filtering out noise; not afraid to fail when taking on a challenge; understand that failure makes one stronger and builds valuable experience and character.
- Experienced in driving traditional marcom campaigns leveraging brochures, white papers, success stories, webinars, seminars, along with developing and maintaining SEO optimized web properties
- Not shy to seek advice from others but know that I make the final decision; able to ramp up fast in new industries.

ACTIVITIES

Enjoy snow skiing (in the trees); water skiing; wreck scuba diving; travelling (visited 30+ countries); learning languages (attended language programs in Spain and France); running 5k and 10k races; participation in local entrepreneurial groups such as the Columbia Venture Group; spending quality time with my kids as they are experiencing their High School years.