



DANA C. DEMEO, PE

PRODUCT DEVELOPMENT EXECUTIVE



SUMMARY

Engineering and product development executive with 20 years of high-energy creative leadership, process, and design experience across the mobile/embedded computing, advanced energy, and portable data capture industries. Strong cross-functional communication, management and design foundation built from 12 years at Motorola and enhanced with 8 years of entrepreneurial start-up experience. Responsible for the creation, facilitation and management of collaborative electrical, software and mechanical engineering teams. Experience with all aspects of product and technology development from ideation to production to EOL. Additional capabilities in program management, strategic business planning, finance and marketing. Developed products with over 1 million devices in the field and over \$2B in revenue. Several issued and pending patents.

EXPERIENCE

**RONKONKOMA
NEW YORK**
2013 - PRESENT

**INTELLIGENT PRODUCT SOLUTIONS
CHIEF TECHNICAL OFFICER**

IPS is a product development consultancy providing design and engineering services with a staff of 75 electrical, mechanical, firm-ware, application software, and industrial designers, under the direction of experienced program managers. IPS is a Crain's NY Fast 50 company serving the industrial and consumer markets.

- Establish the technical vision and augment the strategic direction for future corporate growth
- Evaluate new technologies, applications and market trends to enhance core competencies and capabilities
- Identify technical risks and opportunities for delivering services
- Foster innovation and monetize IP generation and know-how
- Assist with business development, proposal generation, estimation, staff recruitment, and program management
- Contribute as a system architect/engineer for high profile clients
- Assist engineering teams with electromechanical design, contribute to design reviews and generate requirements

**RONKONKOMA
NEW YORK**
2009 - 2013

**ELECTROMOTIVE DESIGNS
CO-FOUNDER / VP OF PRODUCT DEVELOPMENT**

EMD provides services and product solutions to the alternative energy market. First to develop an ultracapacitor-based hybrid-electric system that lowers vehicle fuel costs up to 30%.

- P&L responsibility for design services and product development
- Created a highly entrepreneurial culture empowering teams to transcend expectations
- Recruited engineering staff including 15 electrical, firmware, mechanical, and software engineers
- Established and directed corporate strategic vision, mission, goals, initiatives and procedures
- Secured \$1M from private equity, earned \$5M from services business, and \$350K from NYS grants
- Program managed rapid execution and deployment of five products and platforms
- Selected and implemented PLM, ERP, program/staff management and accounting systems
- Designed and managed validation and field testing plans
- Created and executed sales-operations plan for product manufacture, distribution and sales

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LOCATION
LAKE GROVE, NY

LINKEDIN
WWW.LINKEDIN.COM/IN/DANADEMEO

TECHNICAL SKILLS

- Electromechanical product design
- Low-cost, high-volume methodologies
- Wireless embedded system hardware and firmware
- Low power portable electronic design
- IoT devices and cloud infrastructure
- ZigBee, Bluetooth, Wi-Fi, PLC, RFID
- CDMA/GSM/GPRS
- C/C++, PHP, HTML, MySQL, JavaScript
- Networks / IT
- VHDL, CPLD, FPGA
- 8-32Bit MCUs
- Battery management
- Audio subsystems
- Cameras, imagers, displays
- FCC/EMI/RFI/ESD compliance
- Homologation testing
- SAE, OBDII, CAN, LIN

APPLICATIONS

- Microsoft Office, Project, Visio
- SAP, Fishbowl MRP
- Agile, Arena Solutions PLM
- Cadence, PADS, Altium, OrCAD & Eagle schematic/PCB
- Git / Subversion / CVS / Trac / Jira
- QuickBooks
- MATLAB/Simulink
- MotoTron / MotoHawk
- LabWindows CVI
- Salesforce
- Photoshop
- Xilinx ISE
- MathCAD
- SolidWorks (minimal)

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PRODUCT DEVELOPMENT EXECUTIVE

ACTIVITIES & ACHIEVEMENTS

- New York State Professional Engineer License # 077857
- Published several articles in Electronics Design Magazine
- Present about technology, start-ups, and entrepreneurship at various conferences and societies
- Member of IEEE, SAE, NSPE, LIMBA and the IEEE Consultants Network of Long Island
- Authored over 1000 pages in the Electronics Repair Manual with a circulation of 10,000/month
- Design, market, and operate several e-commerce websites generating over \$500K revenue
- Sachem Board of Education Budget Auditing Committee member
- Assistant cub scout den leader
- Several Issued and pending US patents

CONTINUING EDUCATION

- 'Getting Things Done' time management
- Agile/lean development processes
- Critical thinking / decision making
- Executive leadership
- Public speaking
- Brainstorming / ideation
- Recruiting / interviewing / topgrading
- Organizational behavior
- Financial accounting and reporting
- Operations management
- Competitive marketing strategies

EXPERIENCE (CONTINUED)

HAUPPAUGE NEW YORK 2007 - 2009

ODYNE CORPORATION DIRECTOR OF ENGINEERING

Odyne provides the first commercialized plug-in hybrid electric system for aerial lift trucks.

- Recruited engineering staff including 20 electrical, firmware, mechanical, and software engineers
- Assisted senior management with execution of \$18M equity finance and public offering
- Managed daily operations of the engineering team including task, schedule, and budget
- Established and directed goals and initiatives in alignment with company's vision and mission
- Communicated status, issues, and accomplishments to senior management and staff
- Worked with the Director of Production to ensure design for manufacturability

HOLTSVILLE NEW YORK 2002 - 2007

MOTOROLA SOLUTIONS (FORMERLY SYMBOL TECHNOLOGIES) SENIOR SYSTEMS ENGINEER

The Enterprise Mobility Solutions division provides world-class designs for the data capture, rugged mobile computing, and wireless communications markets.

- Led teams that designed two advanced next-generation system architectures
- Worked with customers, marketing, and sales to specify requirements of the architectures
- System design included 32-bit microcontroller benchmark, ASIC/CPLD/FPGA specifications, power management, memories, data capture, wireless integration, and applications
- Architecture was used in 5 different product lines totaling over \$2 Billion in sales

1995 - 2002

LEAD HARDWARE ENGINEER

- Designed several rugged, wireless, portable data capture computers and bar code scanners
- Directed 20 electrical engineers and five technicians
- Accompanied various products to European and US testing labs, usually passing the first time
- Systems included an 802.11b WLAN, VGA color LCD with touch panel, color camera, laser- and imager-based bar code scanners, microphone, speaker, and a Li Ion battery
- Responsible for engineering schedules and product costs; total NRE was over \$50M
- Products generated over \$1B sales and shipped approximately 800,000 units per year

OTHER ACTIVITIES

- Represented Motorola at career fairs and coordinated departmental recruiting
- Mentored new associates as part of a new hire orientation program
- Organized and led various task forces to improve the product development processes

EDUCATION

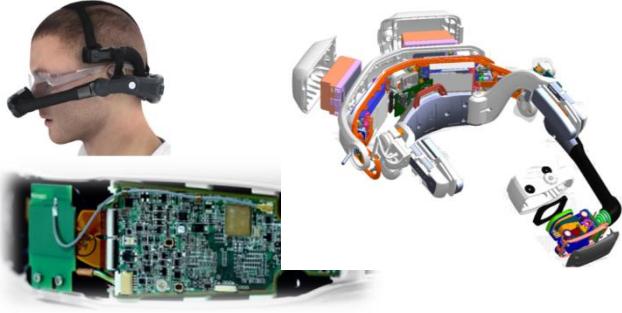
1999

NYU POLYTECHNIC, NEW YORK
MASTER OF SCIENCE IN ELECTRICAL ENGINEERING
Communication Systems Concentration
GPA: 4.0 / 4.0

1995

NYU POLYTECHNIC, NEW YORK
BACHELOR OF SCIENCE IN ELECTRICAL ENGINEERING
Computer Science Minor
GPA: 3.6 / 4.0, MAGNA CUM LAUDE, DEAN'S LIST

Product Portfolio

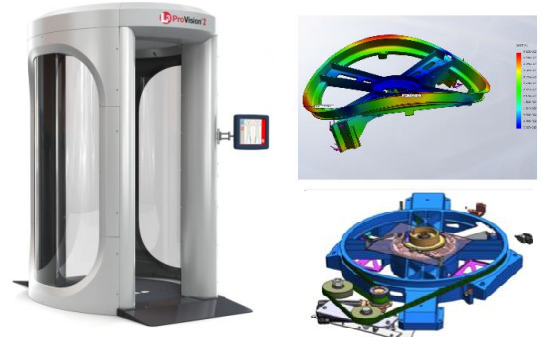


Motorola HC-1 Head Mounted Computer:

Imagine instantly accessing and viewing business-critical documents and complex schematics with just a simple voice command or turn of your head; or to quickly and simply collaborate with remote team members. No hands, laptop or fixed mobile workstation required. That's the power of the HC1 Headset Computer from Motorola.

Provision 2 by L3 Communications:

Safe, efficient, image-free passenger scanning solution. This next generation unit will replace the bulky systems you walk through in an airport now. Strong industrial design elements for a more comfortable experience, easier installation and maintenance.



AdhereTech Smart Pill Bottle:

Packed with a cell phone radio, proprietary pill sensor, lights and sounds, this bottle increases medication adherence to over 90%. Ultra low power design holds a charge for the entire 90 day supply, so that the patient isn't even given a charging cable!



Bar Code Scanners:

Various wireless bar code scanners sold in retail and industrial enterprise markets.



Animal trimmer by Oster:

Low-cost pet hair trimmer used by consumers and professionals. Volumes surpassed 150,000. Motor performance variations had to be compensated for in firmware adding challenge and innovation to this unordinary project.

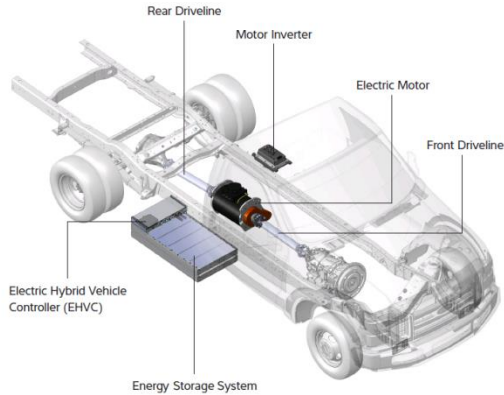


Mobile Computers:

The backbone of the retail, industrial and transportation industries, these highly complex, rugged mobile computers are found everywhere.



Product Portfolio

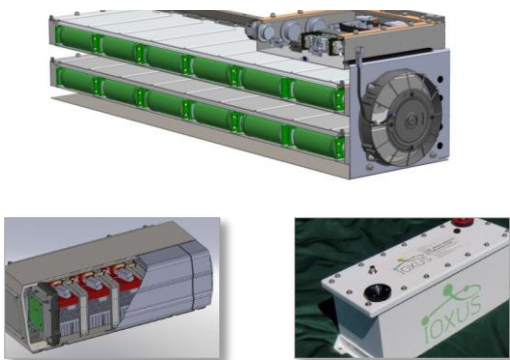
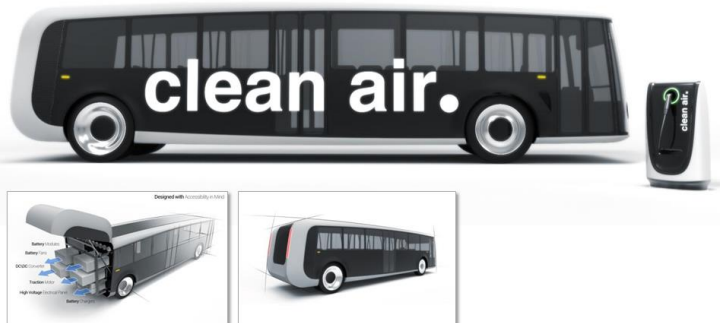


Hybrid Electric Vehicle Conversions:

First to develop an ultracapacitor-based hybrid-electric system that lowers vehicle fuel costs up to 30%. This system can be installed on a new or used vehicle in less than two days.

Electric Bus Concepts:

Next generation all-electric bus industrial design concepts, including packaging and service studies.



Advanced Energy Storage Systems:

Custom designed, highly integrated, thermally and electrically managed ultracapacitor and lithium ion packs with integrated safety and control systems.

Ground-Up Motor Designs:

Purpose-built for through-shaft hybrid vehicle applications, including automotive-grade environmental specifications.

