

FIRST AND LAST NAME
CONTACT INFORMATION

Eyal Nir

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SHORT INTRODUCTION

Long term technological experience from pre-army academic reserves BSc at the Tel Aviv university thru 6 years army service, completing MSc at the Technion, working years as R&D manager and in the last 10 years working as senior product manager at various top hi-tec communications companies promoting business globally.

Main areas of experience and expertise

- Good familiarity with today's communications market including – main players, service providers and vendors, and their respective solutions, trends and future directions
- Deep understanding of customers' needs, backed by a solid background of technology, applications and networks. Highly experienced with the global convergent telecom market, broadband and mobile.
- Long term experience in taking a product to market, including positioning, marketing, pushing with sales-partners-customers, pricing, differentiating from competition, presenting
- Management of complex solutions including time sensitive coordination between R&D, marketing, sales, support, manufacturing, business partners and customers (solution focal point)
- Identifying business opportunities, defining corresponding solutions and taking all the way thru to market.
- Multimedia conferencing solutions (with focus on video) in today's UC, 3G and IMS networks.

PROFESSIONAL EXPERIENCE

Army service (Atudaei) IDF unit 8200; Elint and comint systems. Manage headquarters technical team responsible for super-mini computers, hardware and software.

AllTech Solutions 2009-10: Director of Products and customer projects, including video conferencing, SVC-based, solution from Vidyo

RADVISION 2007-2008: Products Director (NBU), Responsible for RADVISION's Interactive Video Platform (IVP) and 3G GW line of products. Driving and interacting with all angles of product line business including – sales, customers, partners, marketing, R&D, operations and engineering. Manage product full life cycle from creating business plan thru defining MRD-PRD and all the way to productizing and taking the product to market for successful adoption.

Polycom 2001-2007, Product management Director (Strategic Alliances): Managing (from PM side) Polycom's strategic alliances with leading vendor / partners such as: IBM, ALCATEL-Lucent, Microsoft, Ericsson, Nortel.

RADCOM 1995-2001

- Product manager (1999-2001): Main areas of responsibility by technology: **VoIP, VoATM**, related protocols (H.323 SIP ,etc...). Responsibility included: market analysis, creation of a business product definition, working closely and guiding R&D, handling marketing aspects of bringing the product to market, presentations / demonstrations / training with sales and customers globally
- R&D team leader (1995-1999): Managing a team of 8 SW engineers

EDUCATION EXPERIENCE

Msc. In electrical engineering / signal processing – Technion, Haifa

Bsc. Electrical engineering – Tel Aviv University

OTHER INFORMATION

Personal characteristics

- Making the complex → simple
- High ability for self-learning
- Good working and social relations with work colleagues and superiors
- Languages: Hebrew and English – mother tongue level (went to school in South Africa); French – reasonable.
- Good skills of presenting a topic, lecturing, getting audience excited and transferring knowledge to others
- Teaching Traditional Karate for more than 20 years and serving as chairman of the Traditional Karate Federation.

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