

Robert Baranowski
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OVERVIEW: An effective, goal-oriented engineer with 18 patents issued with 27 years of experience in the wireless telecommunications and consumer electronics industries. Looking to provide leadership and technical expertise to a diverse group of engineers, marketing, and sales team professionals. Exceptional problem solving, communications, and self-motivating skills.

BACKGROUND:

- ♦ Comprehensive Business Start-up Experience for Engineering Companies
- ♦ Startup Fundraising Experience in Southern California
- ♦ Product Design and Consulting Experience from Concept to Prototype
- ♦ Extensive Hardware Design Experience; Wireless, Power, Audio, Controllers, FPGA
- ♦ Wireless Software Design and Development; User Interfaces, Drivers, Applications

EXPERIENCE:

Left Coast Engineering, Escondido, CA. (September 2008 to Present)

An engineering service company that makes ideas into products



President / Project Manager / Design Engineer

- ❑ Led designs ranging from home theater electronics to wireless soil monitors
- ❑ Created brand identity and strategies, staffed engineers and marketers
- ❑ Formed partnerships with customers, designers, distributors for end customer benefit
- ❑ Built team to 17 and revenues approaching \$1M

Park-Tours, Inc., San Diego, CA. (September 1999 to Present)

A wireless software startup improving customer experience in large footprint venues



President / CTO / Founder

- ❑ Created the Park-Cruiser concept of location-aware wireless information delivery
- ❑ Raised three rounds of funding, used to complete client-server product development
- ❑ Made presentations at SDSIC Investment Conference, Financial Forum, others
- ❑ Created IP portfolio, marketed and sold IP, repurchased investor shares

On The Technical Side

- ❑ Developed all client-side software, including location determination and a custom browser
- ❑ Lead system development, functionality and use case definition, wireless deployment

On The Marketing / Strategic Planning Front

- ❑ Formed business plan, funding strategy, product positioning, revenue models
- ❑ Developed company image, collateral material, trade show presence

Independent Consultant. San Diego, CA. (January 2000 to September 2008)

- ❑ Consultation to the wireless and portable electronics industry; technical and marketing

ParkerVision Direct2Data Division, San Diego, CA. (May 2000 to Jan. 2003)

A fabless RFIC division possessing a novel approach to direct conversion

- ❑ Employment on a retainer basis to support D2D's line of transceiver IC's
- ❑ Developed new website, MRDs, product brochures, application notes, market analysis



Sony Digital TeleCommunications, San Diego, CA. (Dec. 1997 to Sept. 1999)**Project Manager; Quantum Wireless Product Line (Sept. 1998 – Sept. 1999)**

- Created the Quantum Personal Network Product Concept: Interop. of all Sony products
- Developed two generations of product feasibility demonstrations in handheld size
- Responsible for \$2.5M development and test budget of the Quantum product

Project Leader; Capri Dual-Band Cellular Phone (June 1998 – Sept. 1998)

- Completed feasibility study for a new architecture for existing phone design
- Defined product plan, schedule, required resources, and budget for product development

Baseband Leader; COSM Concept Cellular Phone (December 1997 – June 1998)

- Defined power management; lead integration of baseband, RF, and application processor

Motorola Japan Cellular Subscriber, Libertyville, IL. (Mar. 1992 to Nov. 1997)**Group Leader; PDC Digital Cellular Phone (Sept. 1996 – November 1997)**

- Led development/factory introduction of next generation TDMA digital portable

Lead ASIC Design Engineer; Digital Cellular IC Design Group (March 1996 - Sept. 1996)

- Designs coded in VHDL, simulated in Mentor tools, and synthesized in Synopsys
- Designs tested in Xilinx and interfaced with programs written in Borland's Delphi

Group Leader; StarTac Analog Cellular Phone (June 1995 - February 1996)

- Led development of the Japan version of StarTac, world's smallest/lightest cellular phone

Senior RF Design Engineer; Flare Analog Cellular Phone (Sept. 1994 - Sept. 1995)

- Responsible for Tx line-up, audio/logic design, layouts, and factory coordination

Audio/Logic Design Engineer; Analog Cellular Phone (January 1994 - August 1994)

- Re-routed schematic tear-up and changed grounding layout; started working with RF

Hardware/ASIC Design Engineer; Digital Cordless PHS (March 1992 - January 1994)

- Created new functional blocks, tested in Xilinx, wrote pass/fail Verilog simulations

EDUCATION:

Master of Science in Electrical Engineering, December 1991.

Concentration in Electronic Systems with Thesis option.

Villanova University, Villanova, Pennsylvania. GPA 3.7/4.0



Bachelor of Electrical Engineering, May 1990.

Minors in Business and Computer Science, Concentration in Digital Systems.

Villanova University, Villanova, Pennsylvania.

Dean's list 8 of 8 semesters; winner of Dean's Award for Academic Excellence, 1990.

Rank in Senior Electrical Engineering Class: 3 of 76; GPA 3.7/4.0

PATENTS:

18 Patents issued; 20 additional applications filed

PUBLICATIONS:

"Be Our Guest!"; Contribution Article, ParkWorld magazine, April 2003

"Technology in Guest Services"; 2002 IAAPA Buyers Presentation Program

"Seven Steps Towards Lower Current"; 1998 Sony Technical Symposium Proceedings