

# Shmuel Shaffer

Palo Alto, CA 94301  
(650) 799-4110    shmuel.shaffer@gmail.com

## SUMMARY

Led large organizations in developing a wide range of technologies including software for telecommunication infrastructure, smart grid & energy management, interoperability systems and unified communications. Founded and managed engineering organizations in start-up and established environments. Performed due diligence resulting in acquisitions of companies and later ensured integration of the acquired teams and technologies. Demonstrated ability to quickly learn new technologies, verticals, and markets and build innovative new products. Creative engineering leader and Stanford Ph.D. with 250+ issued patents.

## PROFESSIONAL EXPERIENCE

### Consulting

2014 - Current

#### Independent Consultant

- Provided consulting services in the areas of Engineering, Business Development, and Intellectual Property for growing technology companies.

### Avaya      Santa Clara, California

2012 – 2014

#### Vice President R&D, Contact Center

Responsible for development and sustaining of Contact Center products totaling \$450m of revenue.

- Led a global team of 400+ engineers and balanced global resources across the teams. Consolidated site locations and adjusted the size of the workforce to meet corporate financial challenges.
- Improved quality across dozens of product releases; changed team process and culture resulting in measurably improved customer satisfaction for all key products, culminating in winning the 2013 CEO Quality Award.
- Drove innovation resulting in 50% increase of patent filing by the team.
- Participated in due diligence resulting in acquisitions and integration of teams and technologies.

### Cisco Systems      San Jose, California

1999 – 2011

#### Sr. Director, Smart Grid Business Unit

2009 – 2011

Responsible for development of Cisco's smart grid products.

- Built and led a team of 75+ hardware and software engineers and delivered the first Cisco ruggedized router and switch products for the power utility market.
- Key contributor to Cisco's Smart Grid intellectual property (IP) initiative. Liaison to Stanford University. First Cisco employee to be awarded the Distinguished Inventor title.
- Analyzed operations of an unsuccessful business unit and provided the recovery plan.
- Participated in evaluating multiple Smart Grid companies resulting in an acquisition of one company and a strategic relationship with another.

STA Group Exhibit 2007

Motorola Solutions Inc. v. STA Group LLC  
IPR2023-01294

**Sr. Director, Office of the CTO in the Emerging Technology Group**

2008 – 2009

- Key contributor to Emerging Technology Group's search for the 'next \$1B idea'.
- Analyzed technical and business aspects across multiple domains including Smart Grid, biometrics ID, traffic management, sensor network, 3D video, and virtual collaboration environment, resulting in the creation of the Smart Grid Business Unit and the internet of things initiative.

**Sr. Director of Engineering, Safety & Security Systems Business Unit**

2004 -2008

Responsible for development of radio over IP applications

- Co-founded Safety and Security Systems Business Unit. Built and managed a team of 60+ engineers resulting in delivery of first product to market in 9 months.
- Propelled business unit towards excellence in innovation, product delivery, and customer focus. Our product, IPICS, won the Frost and Sullivan Technology Innovation Award in 2005.
- Collaborated with numerous business units to leverage best practices in the areas of web technology, multicast applications, policy engine, push-to-talk interoperability, and unified communications.
- Acted as Interim General Manager for 6 months. In recognition of my contribution to the business unit, I was sent by the Sr. VP to the Stanford Executive Program at the Stanford Graduate School of Business.

**Director, Voice over IP Software Applications, Voice Technology Group**

1999 – 2004

Responsible for development of VoIP applications

- Built a multi-site, global team of 100+ software engineers resulting in delivery of multiple releases of innovative applications including IP-based "meet me" conferencing, auto-attendant, IVR, ACD, and soft-phone applications.
- Partnered with the sales organization to support marquee customers such as NASA, Grainger, as well as Federal and DOD agencies. Integrated customer feedback into VoIP solutions.

**PREVIOUS PROFESSIONAL EXPERIENCE****Siemens (ROLM)** Santa Clara, California

1987 - 1999

Director, SW: Led development of Siemens first VoIP communication and IP based ACD system.

Director, HW: Responsible for hardware development and sustaining of all ROLM product lines.

**Amdahl Corp.** Santa Clara, California

1984 – 1987

Sr Manufacturing Engineer: Developed SW for high accuracy robotics.

**Diasonics Inc.**

1982 – 1984

Staff Scientist: Applied system identification techniques to ultrasound-based tissue characterization.

**EDUCATION****Stanford Executive Program**, Stanford Graduate School of Business, California**PhD, Electrical Engineering**, Stanford University, California**MS, Electrical Engineering**, Stanford University, California**MS, Statistics**, Stanford University, California**BS, Electronics Engineering**, Technion, Israel**Patents:**

Please see USPTO.gov for over 250 issued patents.