Avrum G. Mayman

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PROFILE:

Forward-thinking, results-obsessed Product Management/Marketing Director with more than 15 years experience conceiving, planning, developing and bringing to market innovative products that leverage emerging technologies to uniquely solve customer problems. Demonstrated ability to adapt efficiently and effectively to new situations, transferring key skills across a range of industries. Track record of leading cohesive teams in innovative projects that drive revenue growth and lead companies to forefront of market.

- Product Roadmaps
- Strategic Planning
- Brand Management
- Financial Analysis
- Product Marketing
- Product Development
- Marketing Communications
- Consumer Marketing

TARGETED SCENARIOS:

- Company facing major technology or market shifts – identify future technologies, markets, IP and potential partners. Develop vision for future. Conceive, develop and launch new products
- Company with revolutionary technology with multiple possible markets – prioritize markets, develop and execute entry strategy
- Company/firm looking to invest/buy a company with a new technology

TARGETED POSITIONS:

- VP/Director Product Management
- Business Unit Manager/General Manager
- VP/Director Strategy/Strategic Planning
- VP/Director Business Development/Alliances/Partnership

TARGETED INDUSTRIES:

- Consumer Electronics/Consumer durables
- CleanTech
- Branded Consumer Products
- Computer Hardware/Peripherals
- Robotics
- Internet of Things
- Wireless communications/computing/handhelds

PROFESSIONAL EXPERIENCE:

- Segway – Director of Product Management and Marketing
- Bose Corporation – Product Group Manager Premium Home Theater
- Ember Corp. – Acting Vice President Marketing
- NationStreet – Director Business Development
- Asset Sciences – Director Project Management
- Kao Infosystems – Director Strategic Planning
- Boeing – Space Shuttle Sr. Propulsion Engineer

EDUCATION

MBA, MIT Sloan School of Management
MS, Aerospace Engineering, University of Michigan
BA, Physics, Vassar College