

DON BARNETSON

Technical & Product Leader

Campbell, CA

dbarnets@gmail.com

408-666-4932

Summary

Executive leader with deep experience in product innovation, software & hardware development, and corporate strategy. Enjoys driving growth through change. Track record of inventing, launching and successfully scaling businesses. Attracted to new technologies and business models with the goal of finding & securing white space. Delivers results through data-driven decision-making, relentless focus on business optimization, and the ability to inspire others. Mission-driven. Sought after speaker.

Education

- **MBA**, UC Berkeley Haas School of Business, 2005
- **B.Sc. Electrical Engineering**, The University of Calgary, 1997

Patents & Publications

- 23 Issued US Patents
- 11 Pending US Patents
- 35 US Patent citations

Speaking Engagements

- 2018: Global Big Data, Santa Clara, CA
- 2017: LFI, Philadelphia, PA
- 2017: Global Big Data, Santa Clara, CA
- 2017: IOT Evolution, Ft. Lauderdale, FL
- 2016: NFMT, Las Vegas, NV

Professional Experience



Co-founder Hex-Five Security

2018 - Present

- MultiZone™ Secure Execution Environment for RISC-V processors
- Leading BD & Outbound Activities



Head of Technology – Zorlu Ventures

2018 - Present

- Zorlu Ventures is the innovation arm of the Zorlu Group, a \$10B industrial conglomerate based in Istanbul
- Focus is on corporate development, digital transformation and deal sourcing & diligence for our Corporate VC fund.
- Focus Areas: Smart Appliances, OTT Services, Industry 4.0, Energy



CTO & Head of Product – Lunera

2012 to 2017

Recruited to execute a turn-around in Lunera's products and technical development in support of an investor exit. Revamped Lunera product line and supporting IP Portfolio.

- **Grew from \$6M/yr to \$50M/yr** and achieved **profitability**
- Recruited and managed technical team of 15 engineers
- Developed **Industrial Internet of Things (IIoT) platform “Sensor Lamps”**
- Handoff to new CEO and Software CTO with **\$11.5M round**



CEO & Co-founder - TV Anytime

2010 - 2012

TV Anytime was the first DVR for Streaming Video



Sr. Director of Product Marketing & OEM Strategy

2008-2010

Developed and championed a corporate transition in SanDisk from a primarily retail to a primarily OEM business.

Earlier Roles



Director of Market Development

Director of Product Marketing – NAND Flash

Core Competencies

- Product Management
- Agile Development
- Strategic Planning
- Fundraising
- Corporate VC
- Technical Diligence
- Corporate Development
- IP Management
- Semiconductors
- NAND, DRAM
- Microprocessor: RISC-V & ARM
- Internet of Things (IoT)
- Networking – IP, Wifi, Zigbee, BLE, ethernet
- Building codes. Title24, Title20, ASHRAE 90.1
- BACnet, BACnet-IP
- Optical Design & characterization
- Software Security
- Schematic & PCB Review (Altium, ORCAD)
- Switching power supply design – buck, boost, resonant, flyback
- Matlab, Spice, Python, C, C++, PHP, Wordpress
- UL, FCC, CE