

# DON BARNETSON

## Technical & Product Leader

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## 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

- 24 Issued US Patents
- 35 US Patent citations

## Speaking Engagements

- 2019: RISC-V Workshop, Hsinchu, TW
- 2019: Embedded World, Nuremberg, GE
- 2018: Smart Home Summit, San Jose, CA
- 2018: Global Big Data, Santa Clara, CA
- 2017: LFI, Philadelphia, PA
- 2017: Global Big Data, Santa Clara, CA
- 2017: IOT Evolution, Ft. Lauderdale, FL

## Professional Experience



### Co-founder RISC-V Security Startup

2018 – Apr/19

- Lead Fundraising & Outbound Activities
- Closed \$1.5M seed investment and built \$30M customer pipeline



### Vice-Chair RISC-V Marketing Committee

2019 – Present

- RISC-V is an open microprocessor ISA for the future of computing
- Support >230 members with outreach, education & analyst engagements



### 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

## Earlier Roles



Sr. Director of Product Marketing & OEM Strategy



Director of Market Development



Director of Product Marketing – NAND Flash

## Core Competencies

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