

Steve Sapiro

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I have an extensive, successful career in product design, design management, marketing and manufacturing with both large companies and startups. I am a founder of **CAE Systems, Inc., proCASE Corp., SiidTech Inc and Stelar Tools Inc..**

VP Engineering, Emotiv Systems, San Francisco, CA

5/2006-2/2009

Hired hardware, firmware, software staff to develop next generation Brain Computer Interface product that uses EEG brainwave technology to control computer applications and video games.
Reduced BOM of Consumer product by more than 50% in volume.
Developed low cost, private branded product and high fidelity product for research use.
Managed hardware design, firmware design, product manufacturing, manufacturing operations.
Developed partner program for non gaming companies to develop applications using the Emotiv headset. Partners included several Fortune 500 companies.
Selected industrial design company (IDEO) and managed design of new, patent pending rigid headset.
Wrote, filed more than 6 technical patents.

Founder, VP Marketing & Chief Reality Officer, Stelar Tools Inc. Portland, OR

4/2003-12/05

Product definition, customer interaction for startup company with a patented set of HDL design, analysis & exploration tools to re-engineer large, HDL FPGA, ASIC, SoC designs including novel pricing and distribution channels. Raised over \$1M in seed funding, brought in experienced CEO, wrote Business Plan, executed marketing plan. Company sold to large competitor.

Founder, VP Marketing, SiidTech Inc., Hillsboro, OR

1/99-4/2003

Marketing, sales, product development, business development, P&L responsibility for company licensing patented Semiconductor Intellectual Property products to Fortune 100 companies worldwide. Company bootstrapped from the start.

Consulting Projects

VP Marketing / acting VP Eng., Neosera Systems Inc., Dublin, Ireland

Marketing, product definition, business development for startup company with a patented gate level acceleration hardware product used by companies doing ASIC, SOC, custom chip design. Managed software / hardware design team on interim basis.

Cadence Design Systems, San Jose, CA.: Defined Deep Sub Micron, Signal Integrity and System on a Chip (SoC) design methodologies

IBM,Nortel,AMD, Motorola: Hardware/Software Co-design/ Co-verification for Embedded Systems including a roadmap of future design trends, design tools and university technology and the tools necessary to fill in the gaps

Intel: Requirements for design and layout tools for future generations of microprocessors

Eagle Design Automation, Mentor Graphics, VaST Systems: Marketing, technical work on Hardware/Software Co-verification, CoDesign and CoEngineering tools

Analogy Corp.: Product development, marketing for proposed Mixed Signal Simulation & modeling tools

Counterpart Capital Corp: Business development for an Educational Software company, C++ GUI builder company including company strategy, company development and business plan creation

EDA Roadmap Taskforce: Worked on specing Design methods and tools for year 2003 microprocessor designs

Active Voive Inc.: Business strategy, positioning for public voicemail company

Expert witness in an Emulation patent lawsuit

Due diligence for several Venture Capital firms including **Telos Venture Partners, Adams Capital Management.**

Intel Corp., Hillsboro, OR

1993-1995

Manager, PV/Logic Applications Engineering, Design Technology Dept.

Managed 17 engineers as part of a successful multi year, 1000+ person hardware and software development effort. This was the first time that a microprocessor product worked to spec the first time..The tools and methodologies helped the designers do early estimations of chip performance and verify that the logic design was correct. I participated on a Software Quality Task Force, a Tool Deployment Task Force and a Performance Verification Functional Planning Committee. I help develop and taught a Smart Software Management workshop companywide.

Independent Consultant, Santa Clara, CA

1987-1993

Advanced Microdevices, Inc. - defined a user profile, design technology and next generation FPGA tool set, including user interface and database requirements.

Zycad Corp. - helped develop a strategic product plan & company acquisition strategy, did technology assessment for future product sales potential for fault simulation products, put together customer presentations, developed and presented a half day seminar on Maximizing Quality in the Electronic Product Design Cycle.

Cadence Design Systems, Inc. - defined a long term VHDL strategy, including product plans and marketing requirements.

DOSIS GmbH – business development, product definition, development, marketing of a new layout translation tool (Silicon Compilation) for process migration of standard cells. Opened and managed a US subsidiary (sales office) and signed up 6 beta site customers.

proCASE Corp., Santa Clara, CA

1986-1987

Founder, VP Marketing

As a founder and marketing manager for proCASE Corp., a company developing software tools to increase the productivity of software engineers and engineering managers maintaining existing code, I defined company and product positioning, performed strategic planning & tactical marketing, developed product introduction plans and key customer contacts. I wrote a business plan and raised \$300k in seed funding & over \$3M in first round Venture Capital funding. I recruited a CEO from an existing EDA company.

CAE Systems Div., Tektronix Inc., Santa Clara, CA 1985-1986

Director, Product Marketing, CAE Division

I had strategic & tactical responsibility for the entire CAE product family on multiple computing platforms and at multiple development sites. Sales presentation material and sales training, data sheets, product pricing, competitive analysis, advertising, PR, technical articles, product positioning and future product plans were developed for each product from high level design entry to IC and PCB physical design and for the five major product groups (Worksystems) on the three supported hardware platforms. As a Product Marketing Manager, I had direct product responsibility for the multilevel simulation, acceleration and hardware modeling products and the project management database product.

CAE Systems Inc., Sunnyvale, CA

1981-1985

Founder, Chief Scientist

I architected a family of Computer Aided Engineering software products that covered the entire design spectrum. A user friendly Engineers Interface was defined which became an industry standard for CAE tools. The database allowed a team of engineers to simultaneously work on a large electronics systems project in an interactive mode. An open systems architecture and integration philosophy provided the ability to add other tools as required. A unique set of analysis tools, the Engineers Spreadsheet, allowed the design engineer to analyze his design, in real time, for any issues that were important to him, including area & power estimation, critical path timing and reliability. This was the first EDA toolset that was written in generic C and ran on multiple workstations. I managed the first development team that cranked out 1M+ lines of C code. Company got bought by Tektronix for \$75M.

Other Experience

I spent seven years as an MOS circuit designer and embedded systems designer developing automotive, appliance circuits for **ITT Semiconductor**, **Essex Intl.** and military, commercial products for **Martin-Marietta Aerospace**.

Publications

Articles: I have published over 30 articles on circuit design, layout and Design Automation
Books *Handbook of Design Automation* and the *Handbook of Fault Simulation*.

Education

BSEE, City College of New York