

Geoff Walker 408-506-7556

Professional Experience

2011-Present IMS RESEARCH Austin, TX (working out of Milpitas, CA home office)
United Kingdom-based IMS Research is an independent supplier of market research and consulting to the global electronics industry. The firm has over 100 analysts and works with clients in over 50 countries.

Principal Analyst, Touch Research (5/11-Present)

- Starting up a touch market-research and consulting practice for IMS by developing a family of market-research reports covering touch technologies & applications, the touch-panel market and related topics such as front-of-screen coatings & films and ITO-replacement materials. Performing consulting on touch-related topics for IMS customers & prospects; speaking at touch and display conferences; responding to inquiries about touch from the media; writing magazine articles and blog entries about touch; attending and analyzing touch-related trade shows.

2001-Present WALKER MOBILE® , LLC Milpitas, CA
Walker Mobile, LLC (www.walkermobile.com) is a technical-marketing consulting firm specializing in touch screens & active digitizers, flat-panel displays & enhancements, and mobile computers.

Owner & Principal Consultant

- Founded Walker Mobile, LLC in January 2001 in order to leverage 20 years of experience in the mobile computing industry. Through the end of 2007, Walker Mobile offered consulting full-time on strategic and tactical marketing topics related to touch-screens & active digitizers, flat-panel displays & enhancements and mobile computers. Clients included more than 50 high-technology firms located in the US, Canada, UK, Israel, Taiwan, Korea, Japan, Australia and New Zealand. Client company size ranged from two-person startups to \$30B corporations; client products included touch sensors, touch controllers, digitizers, displays, computers & peripherals, software, materials, manufacturing equipment and financial management. Since 2008, Walker Mobile has offered consulting on a part-time basis.
- Published 60+ articles on touch screens, active digitizers, displays, display enhancements and mobile computers (2001-2011). Served as the Guest Editor for Touch on SID's Information Display, a magazine and website covering all aspects of the display industry (2007, 2010 and 2011). Served as the Associate Editor for Veritas et Visus, a series of five display-industry specialty newsletters covering touch screens, high-resolution displays, 3D displays, flexible displays and display standards (2005-2007). Served as the Technology Editor for Pen Computing, a magazine and website covering mobile computing hardware, including Tablet PCs, PDAs, commercial & rugged notebooks, and industrial handheld computers (2001-2007). Presented at 20+ display and touch-technology conferences in the US, Japan, Taiwan and China (2007-2011).

2009-2011 NEXTWINDOW Pleasanton, CA
New Zealand-based NextWindow, a subsidiary of SMART Technologies, is a global manufacturer of optical touch-screens and touch-screen components sold to OEMs and system integrators through direct sales. NextWindow is focused on the consumer desktop market.

Marketing Evangelist & Touch-Industry Guru (2/10-4/11)

Product Marketing Manager (5/09-1/10)

- Gathered global touch-market and touch-industry intelligence from a wide variety of sources to help guide NextWindow's product positioning and strategy; shared the information with SMART Technologies, NextWindow's parent; analyzed current and potential touch competitors and technologies; analyzed external touch market research from multiple sources and published summaries. Met with touch startups and entrepreneurs to evaluate their value to NextWindow; attended 18 industry conferences & shows and

spoke at 10 of them; conducted interviews with 30+ editors & analysts; published six articles on touch in the trade press; participated in SID conferences, committees, publications and west-coast chapters.

- Implemented NextWindow's first quarterly product-roadmap review cycle and led the review for three quarters; helped drive product architecture decisions; participated in meetings with Microsoft on touch in Windows 8; participated as a member of the IP Committee. Supported the sales force in OEM/ODM opportunities; developed and presented training for the sales force on the touch market; worked with Marcom on company presentations, trade-show strategy, press releases, product datasheets and website content. Led the 2009 company strategy meeting, including developing the agenda, working with the facilitator, presenting at the meeting and publishing summary notes; taught a half-day touch technology tutorial to 70+ NextWindow employees in New Zealand; helped recruit NextWindow's first New Zealand-based product manager.

2007-2009 ELO TOUCHSYSTEMS (TYCO ELECTRONICS) Menlo Park, CA

Elo TouchSystems, a \$400M business unit of \$14B Tyco Electronics, is a global manufacturer of touch screens, touch monitors and touch computers sold to OEMs and into enterprise vertical applications through direct sales and distribution. Elo is focused on the retail, gaming, medical and industrial markets.

Director, Global Business Development (12/08-4/09)

Director, Global Product Management (12/07-11/08)

- Led Elo's 5-year strategic planning effort while meeting Tyco Electronics' Group & Corporate requirements; gathered global touch market & competitor information and published a periodic business intelligence report for Corporate; developed diagnostic data on Elo's sales and markets, including market segment size and growth rate, sales by market segment, etc.; acted as the focal point for information on Elo's potential acquisitions; contributed to Group quarterly operations, strategy and business reviews. Supported the Elo sales force in exploring significant new OEM business opportunities outside of Elo's traditional core markets, especially those in the consumer electronics market; this included responding to RFPs, making presentations to prospects and generating quotes. Reported to the President of Elo (VP-level position).
- Led Elo TouchSystems' global product management group consisting of seven direct-report product managers in headquarters and two dotted-line-report managers leading regional product-management teams in Belgium and Japan. The group was responsible for all Elo products worldwide, including managing product pricing, special quotes and margins; developing product training for the sales force; reviewing the sales forecast; launching new products; and working with R&D to define new products. Replaced three product managers who weren't able to grow to meet the rapidly changing market conditions. Helped form the New Product Introduction (NPI) Council, an internal cross-functional team focused on defining and resolving problems that were causing late products. Also responsible for the North American Customer Service team consisting of 11 people and a manager. Reported to the President of Elo (VP-level job). At the end of 2008 the Director of Business Development and I decided to swap jobs; I wanted to have more influence on Elo's product strategy and he wanted to get more experience in people-management.

1999-2000 HANDSPRING Mountain View, CA

Handspring, Inc. (acquired by Palm, which was acquired by HP) developed and marketed Palm OS-based PDAs and smartphones to consumers worldwide through the Internet and traditional retail distribution channels.

Director, Engineering Program Management

- Joined startup Handspring as employee #30 and managed the development of Handspring's first color PDA (the Visor Prism); recruited and hired three engineering program managers who led all of Handspring's other hardware and software product development projects. Worked directly with Sharp to develop a semi-custom LCD, saving \$600K in NRE over a fully custom LCD. Worked directly with Option International in Belgium (going on-site one week per month for six months) to help them successfully complete the GSM radio used in Handspring's first cellphone (the VisorPhone, predecessor of the Treo smartphone). Functioned as Handspring's display engineer during the first year, leveraging LCD expertise developed at GRiD and Fujitsu.

- Created, developed and successfully implemented a cross-functional product-development life-cycle phase review process which formalized the progression of all engineering projects through eight defined life-cycle phases. The process was based on (a) a core three-person team from engineering, marketing and manufacturing assigned to every major product, (b) detailed departmental checklists for each phase transition, and (c) exception-focused executive-management sign-off meetings for each phase transition.

1993-1999 FUJITSU PERSONAL SYSTEMS Santa Clara, CA

Fujitsu Personal Systems, Inc. (now part of Fujitsu America) developed and marketed mobile computers to enterprise through direct sales, VARs and systems integrators in North America, Europe and Australia.

Vice-President, Marketing (1996-1999)

Director, Product Marketing (1993-1999)

- Joined Fujitsu Personal Systems, Inc. (FPSI) as an early employee of a new division created from the assets of a failed handheld computer startup. Served as FPSI's product architect, leading the development of seven generations of Windows pen tablets (the Stylistic[®], Point[®] and PenCentra[®] series) that helped drive FPSI's revenue from \$4M in 1993 to \$100M in 1999 while maintaining profitability. Worked directly with Development at FPSI (for peripherals) and at Fujitsu Japan (for core products). Personally conducted hundreds of customer & prospect interviews to determine needs and requirements; developed & maintained FPSI's product roadmap; created value propositions, business cases and go-to-market strategies. Initiated a program management process focused on developing quality products, delivering them on-time, meeting customer expectations and providing feedback to management.
- Recruited, hired and led a 10-person marketing team that implemented effective cradle-to-grave product management, product marketing, channel, PR, trade show, sales collateral, advertising, website and inbound telemarketing programs for FPSI's products. Led the development and presented key portions of all product training for FPSI's direct field-sales organization.
- Personally researched the healthcare market and used the results to create FPSI's first market-specific products (the Point 510, followed by the Point 1600), which became the dominant Windows pen tablets used in point-of-care healthcare applications in the late 1990s. Established effective, on-going working relationships with all of the analysts and many of the trade press editors covering enterprise mobile computing, through 150+ face-to-face meetings and telephone interviews. Became a published & recognized pen-computer champion.

1982-1992 GRiD SYSTEMS New York, NY; Mountain View, CA; Fremont, CA

GRiD Systems Corporation was a manufacturer of notebook, tablet and handheld mobile computers. GRiD created the world's first laptop computer in 1982 and the world's first pen tablet computer in 1989.

Director, OEM Products (last position of five)

- As Director of OEM Products, managed all of GRiD's OEM mobile computer products, including notebooks and pen tablets that in total produced over \$80M revenue in 1992. Personally worked with Japanese and Korean OEMs throughout the product development cycle on all OEM products.
- Joined startup GRiD Systems as employee #49 and worked in Product Marketing at headquarters in California on the launch of the world's first laptop computer (April, 1982). Returned to New York to start up GRiD's Eastern Region Systems Engineering organization. Moved to California in 1984 at GRiD's request to manage the rollout of GRiD's first file-server/wide-area network product. As Specials Group Manager, created and managed a five-person group responsible for developing custom laptop software products written to meet specific customer requirements. As Vertical Marketing Manager, developed a marketing program that focused the GRiD direct sales force on laptop opportunities in the field-service and field-engineering markets.

1969-1981 HEWLETT-PACKARD Rockaway, NJ; Paramus, NJ
Hewlett-Packard is a world-class manufacturer of computers and peripherals.

New York Area Systems Engineering Manager (last position of eight)

- As the New York Area Systems Engineering Manager, built the Hewlett-Packard New York Area Systems Engineering Organization from 25 people to 60 people, while increasing revenue from \$1.5M to \$3.7M, meeting targeted profit/expense/capital-asset levels and maintaining customer satisfaction with services on the HP-1000 and HP-3000 minicomputers.
- Prior positions at HP included New Jersey District Systems Engineering Manager, Field Systems Engineer, IT Programmer/Analyst, Order Administration Manager, Sales Development Engineer, Marcom Manager and Technical Writer.

EDUCATION

New York University – Leonard N. Stern School of Business

- Completed all coursework for an MBA in Marketing, 1975

Polytechnic Institute of New York University

- BS, Electrical Engineering, 1971
- BS, English, 1969

ASSOCIATION MEMBERSHIPS

Society for Information Display (SID)

- Member, SID Symposium Touch Paper Selection Sub-Committee, 2011
- Guest Editor for Touch, SID Information Display, 2007, 2010, 2011
- Chair, SID Bay Area Chapter 2010-2011; Vice-Chair, 2009-2010
- Speaker, Display Week 2009-2011, Automotive Displays 2009, DAC 2007-2008, Mobile Displays 2007-2008
- Chair, SID DAC Touch Track, 2007-2008
- Guest speaker, SID Bay Area, Pacific Northwest & Los Angeles Chapters, 2007-2010
- Author, articles on touch in SID Information Display, 2006-2011
- Member, 2001-2011

Association for Computing Machinery (ACM)

- Member, 2007-2011

Institute of Electrical and Electronics Engineers (IEEE)

- Member, 2011

PUBLICATIONS

For a complete list of and access to 100+ articles, conference presentations, tutorials, white papers and other publications, see <http://www.walkermobile.com/PublishedMaterial.htm>.