

CHARLES W MITCHELL, PMP

512 529-1757 | charles@charleswmitchell.com | LinkedIn.com/in/charleswmitchell | Austin, TX

SR. GLOBAL PRODUCT AND PROGRAM MANAGER

- Product savvy professional who performs market analysis, develops market requirements, grows brand identity, competitively positions product and acts as an evangelist to “customers” both inside and outside of the organization.
- Departmental team executive and cross-functional development team leader from ideation through product life cycle.
- Deep technical understanding with the ability to convey the value proposition to customers and business partners.
- At ease facilitating a meeting of peers, C-level executives, business partners or an industry conference audience.
- Winner of Dell Top 10 Employee award for project planning and leadership of Dell’s first multiprocessor server design.

Core Competencies

- Quickly Identifies Opportunities
- Deep Understanding of Technology
- Natural/Organic Leadership
- Creates Vision and Owns the Plan
- Becomes the “Go To Guy” Expert
- Clear & Direct Communications Style
- Evangelizes the Plan and Product
- Traditional and Agile Management
- Professional Presentation Skills

RELEVANT PROFESSIONAL HISTORY

ROUND PEG MANAGEMENT – AUSTIN, TX

SR. PRODUCT MANAGER / PRODUCT MARKETING MANAGER 2014 - CURRENT

Product management, product marketing and forensic analysis consultant for a wide range of high tech products.

ADVANCED MICRO DEVICES (AMD) – AUSTIN, TX

SR. MARKETING MANAGER, CLIENT BUSINESS UNIT 2006 - 2014

Led the Client BU market intelligence and analysis of competitors. Championed APU’s delivered performance and changed how the industry measured performance and how customers perceived AMD’s competitiveness.

- Squelched competitor’s ability to skew AMD’s benchmark scores by activism within BAPCo consortium.
- Aided HP win of \$540M Indian government tender with white paper incredulous of benchmark scores.
- Improved sales in China by lobbying the Ministry of Metrology to include OpenCL benchmark performance.
- Developed the platform definitions for tablet and ultra-portable reference designs used by business partners.
- Provider of quarterly competitive analysis reports to the AMD Board of Directors and executive management.

MARKETING MANAGER, SILICON PLANNING 1998 - 2005

Marketing champion in the development teams who developed the AMD K7, K8 and Phenom microprocessors.

- Manager of AMD desktop marketing’s marketing team responsible for technical, sales-in and sales-out marketing.
- Created aggregated client, mobile and server roadmaps that drove wafer demand for fab capacity planning.
- Introduced AMD’s HyperTransport Technology™ at Microsoft’s WinHEC before an audience of 2,500.
- Innovator behind patented PowerNow!™ battery life extension technology for AMD-based notebook PCs.

STRATEGIC MARKETING MANAGER, COMPUTATIONAL PRODUCT GROUP – 1995 – 1998

Developed market driven client strategy for AMD-based desktop PCs. Authored AMD’s first desktop reference platform specifications. Created presentations and other collateral for sales enablement, webinars and field engineer training.

IPC AUSTIN (US DIVISION OF IPC SINGAPORE) – AUSTIN, TX

VICE PRESIDENT OF SYSTEM MARKETING AND DEVELOPMENT 1995 - 1991

Transitioned this regional marketer of PCs to the flagship division of Singaporean company; tripled sales to over \$200M.

- Crafted a competitive product offering with new brand identity, and an award-winning advertising campaign.
- Directed staff and approved roadmaps, product positioning, pricing, placement, promotion, and product launch.
- Developed laptop and POS product lines and selected ODMs and vendors to supply systems and components.

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DELL COMPUTER CORPORATION – AUSTIN, TX

SENIOR STAFF PROJECT PLANNER 1988 - 1991

Led the cross-functional teams through the entire product lifecycle to create three of Dell's premier products. Planned and coordinated the work of product marketing; industrial design consultants, engineers responsible for motherboard design, FPGA development, chassis design and test design; quality assurance planning; manufacturing testing; product documentation; packaging development; procurement and product configuration.

- Dell's First Laptop with Hot Swappable Battery which cemented Dell's SMB and enterprise credibility.
- Dell's First 486 Desktop which Insured Dell's continued profitability by bringing to market in record time.
- Dell's First Server and Workstation Design with swappable processor cards for scaling performance.

ADDITIONAL PROFESSIONAL BACKGROUND

PALANTIR SOFTWARE – Houston, TX

Director of Operations – Windows Software Development

SOFTCOPY TRANSCRIPTION SYSTEMS – Houston, TX

Cofounder & Developer of Voice Store/Forward Platform

GALLERIA MEDICAL SYSTEMS – Houston, TX

Cofounder & Developer of Medical Records/Billing SW

CONSULTING:

YONOVITZ AND JOE, LLP – Dallas, TX

Forensic Audio/Video Analysis for Expert Testimony

UNITY, HEART OF AUSTIN – Austin, TX

Project Management – Design and Build-out New Church

SOUND SAFETY LIMITED – Darwin, NT Australia

Noise Dosimeter Calibration Hardware Design

GRASON STADLER (GENRAD) - Littleton, MA

Mixed Signal Hardware Design for Digital Audiometer

NASA – Houston, TX

Bekey Audiometer Design for Returning Skylab Astronauts

PATENTS:

US: 7,006,943 US: 6,772,356 US: 6,711,673 US: 4,924,355 Europe: 2001/035200 Europe: 2001/027728

TECHNICAL SKILLS

Microsoft Products (PowerPoint, Excel, Word, SharePoint, and Project), Adobe Products (Acrobat Pro, Photoshop, After Effects, Premiere, Dreamweaver, and Soundbooth), Sony Vegas Pro, and GNU-GPL Audacity.

Hardware working knowledge of semiconductor process technology, wafer yield analysis, PC systems architecture, microprocessor architecture, graphics architecture, I/O interconnect architecture, and thermal management.

Software working knowledge of x86 Assembly, C, Java, Visual Basic, HTML, CSS and JavaScript.

EDUCATION, PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS

PMP Certification – PMP Certification #1842806 – Project Management Institute – Newtown Square, PA

ITIL Foundations Certification – ITIL #GR750161366CM – Axelos Global Best Practice – London, UK

Professional Development Training (PMP, ITIL Foundations) – St. Edwards University – Austin, TX

Negotiation Strategies – Latz Negotiation Institute – Tucson, AZ

License to Lead – AMD Leadership Program for Select Managers – Austin, TX

Master of Science, Electrical Engineering (MSEE) – University of Houston – Houston, TX

Bachelor of Science, Electrical Engineering (BSEE) – University of Houston – Houston, TX