STRATEGIC BUSINESS & TECHNOLOGY CONSULTANT/PRODUCT MANAGER

Business Innovation & Incubation /Product Management / Emerging Solutions Design

High Tech Professional with a proven record of accomplishment. Over 15 years of experience leading cutting edge incubation projects to develop novel capabilities and business results at the intersection of emerging technologies, business models, and customer needs. Experience working in revenue generating business units, industrial research laboratories, operations and customer service functions. Demonstrated success leading global, multi-cultural, multi-disciplinary teams using agile methodologies.

- *BUSINESS STRATEGY & THOUGHT LEADERSHIP DEVELOPMENT*
- *PRODUCT, PROGRAM, & PROJECT MGMT. (PMP® Certified and Agile Trained)*
- *R&D TECHNICAL STRATEGY & PORTFOLIO PLANNING, BIZ/TECHNOLOGY INCUBATION*
- *CXO LEVEL COLLABORATION AND COMMUNICATIONS*

EXPERIENCE

Director Market Development; Strategy and Innovation Team   **Feb 2016 – Present**
CABLELABS –Sunnyvale, CA, 2012-2016

Charged with identifying billion dollar opportunities to serve customers in new and unique ways Market research and validation of projects in the Innovation funnel and R&D pipeline; Innovation project ideation and proposal development. Product management, positioning and storytelling for various stakeholder reviews (Board of Directors and Technology Committee).

LYONS STRATEGIC CONSULTING - Sunnyvale, CA, 2012-2016   **Sept 2012 - Present**

Design and implementation of innovation and incubation initiatives, strategies, roadmaps & programs. Delivery of strategy, planning, and research services.

- CableLabs: Product management; Market, technology, competitive intel & research (Consultant)
- Martha Dog Company, LLC: Strategy and product development (Consultant/Advisor)
- Waste Management Sustainability Services: Strategic planning (Consultant Sustainability)
- The Plastic Ocean Project: 501c3, Co-Founder (Technical Advisor)
- CrowdOptics Advisor

Director (Distinguished Tech) New Services Development; Strategy & Innovation, 2008-2012
HP SERVICES/HP LABS – Customer Co-innovation and Demonstrators – Palo Alto, CA

Initiated, scoped and implemented strategic research collaborations and incubation projects. Initiated and led customer funded co-innovation and technology incubation projects resulting in differentiated service offerings. Identified and enabled the most strategic outlet for turning advanced research into reality. Reporting to the CTO and Vice President of HP Services and Director of Strategy and Innovation at HP Labs.

- ✓ Led the incubation of customer co-innovation projects in enterprise social media, commercial building and campus level sustainability management services.
- ✓ Launched and led the HP Labs Home Energy Monitoring product demonstrator with over 20 engineers across 4 continents (including 4 external firms). Involved design and development of a service spanning deployment in residential homes, development of cloud services, including analytics research and differentiated experience design.
- ✓ Advised and sponsored "featured" university research and graduate project relationships (UC Berkeley Haas School of Business, IU Kelly School of Business),

- ✓ Managed the HP Services Technical Career Path Program (over 40,000 participants)
- ✓ Managed the OpenCirrus Cloud Computing Testbed research program and community.

Research Strategy & Portfolio Planning (Director), 2003 –2008
HP SERVICES – CHIEF TECHNOLOGY OFFICE – Palo Alto, CA

Research strategy, Portfolio planning, and HP Services Innovation Program Director reporting to the Vice President/CTO of HP Services. Identification, development, and deployment of emerging technologies and capabilities for current and new business situations. Working with internal partners and key strategic customers to identify, scope, and manage collaborative opportunities around innovation, new capability development, and generation of repeatable services. HP Services Patent Coordinator. Over 15 years working in an Enterprise Services R&D capacity.

- ✓ Created and launched the HPS Innovation program in 2007 to 70,000 HP employees which generated 160 viable ideas for new services in less than 2 months.
- ✓ Initiated and managed multiple customer funded "proof of concept" engagements for an Enterprise Forecasting capability which was initially productized by HP Services.
- ✓ Managed the joint HP Labs and HP Services research portfolio resulting in over 10 operational business transfers & over 20 joint research collaborations differentiating the HP Services portfolio through thought leadership and portfolio refresh.
- ✓ Created a differentiated HP Services "Innovation" strategy and message and communicated broadly to the media, the analysts, HP customers, and HP employees.

Emerging Solutions Strategist Ecommerce, 1999-2004 HP INTERNET SERVICES &
SUPPORT ORGANIZATION, California

Launched and managed the Emerging Solutions Incubation Team within the HP Services Internet Services and Support Organization focused on e-commerce, dynamic publishing, web services, and web based community services. HP Business Customer Services and eCommerce (Compaq) merger integration "neat" team identifying assets and best-in-class processes.

Solution Architect Enterprise Services, 1984-1999
HP SERVICES ELECTRONIC SUPPORT R&D – California
Engineering lead, for an R&D group with 200+ engineers, enabling the shift from traditional labor-based maintenance services to technology enabled, automated, & proactive services; launched the Microsoft Interoperability Engineering Center to expand HP's footprint in the services industry.

- ✓ Led the transformation of HP's electronic support capabilities from terminal based modem services to a 3- tier web based portal solution widely known as the IT Resource Center.
- ✓ Led the development & deployment of a revolutionary, state-of-the-art full-text retrieval (SEARCH) solution, used for 10 years by 1000's of HP support engineers & by customers. Led a team in the development of a 3-tier, remote, diagnostics and proactive services solution extending into customer's IT environment.

EDUCATION & CREDENTIALS

MASTER OF ARTS DEGREE, COMPUTER SCIENCE   **University of Texas** – Austin
Awarded 1 Year HP Resident Fellowship – Paid Masters Plus 75% Salary

BACHELOR OF SCIENCE DEGREE, COMPUTER SCIENCE   **Duke University** – North Carolina
PMI CERTIFIED PROJECT MANAGEMENT PROFESSIONAL   PMP

PANELS

- **Industry Judge, Innovation Tournament, "Problem Finding, Problem Solving Course Final",** UC Berkeley Haas School of Business *http://haasachieves.wordpress.com/2013/12/20/tea-time-in-problem-finding-problem-solving-course-final-2/* December 2013
- **CityCamp Palo Alto National Day of Civic Hacking** Idea Hackathon "Resilient Neighborhoods & Online Safety" Facilitator, June 2013.
- **Innovating Smart: Stories of Sustainability for Tomorrow's Innovators, August 23rd, 2012 –** Video interview at the NASA/Sustainable Silicon Valley Showcase for Planetary Solutions Launch regarding the ECOCLOUD Re-Launch, **http://www.innovatingsmart.org/group/theinnovations/forum/topics/submit- solutions-to-the-ecocloud**
- **Northern California Association of Law Libraries, Fall Workshop, November 8, 2011 -** Speaker, "Working in Virtual Environments: The HP Experience".
- **USA Today Article**, Home energy Management (Jon Swartz, Technology Reporter, USA Today, Jon Swartz, a technology reporter for USA Today, is writing a feature story on research being conducted in Bay Area corporate labs that will impact consumers' lives in the future.
- **WITI – Women Powering Technology Summit**, Oct, 3rd, 2011. Keynote Panel participant: "Intrapreneurs/Entrepreneurs - HOW/WHY Projects get Funded"
- **NHK Special:** "新エネルギー覇権争奪戦 ", "The Battle for New Energy Hegemony" - The Challenge of Japanese Companies, aired on Aug 21st, 2011. Featured HP's Home energy manager as one of the items.
- **Global Innovation Forum: Silicon Valley**, Panel Participant "Harnessing the Digital Generation's Innovative Power at Work ", June 16th 2011, ***http://www.cob.sjsu.edu/gif2011/speakers.html***
- **HP's Unlock Your Energy Tour, San Francisco, March 28th, 2011.** Prepared and manned HP's Home Energy Manager Presentation/Booth and engaged 80++ Analysts and press attendees.
- **HP's Home Energy Experiment: Nice Display, But Now What?, Reuters, Mar 28th, 2011.** Press Interviewee. http://www.reuters.com/article/2011/03/28/idUS21957333320110328
- **IIEE/SRII, "Applying IT to Solve Societal Grand Challenges; Residential Energy Monitoring Services as the First Pillar",** Martha Lyons, Geoff Lyon, Manish Marwah, Charles Hickman, Chandrakant Patel, and Tom Christian, Sue Charles, HP Labs , **March 2011.***http://www.thesrii.org/index.php/global- conference/2011-confernce-papers/session-papers*
- **FountainBlue's Clean Energy Entrepreneurs' Forum**, Panel Participant **"Energy Management Solutions for the Home",** December 5, 2010.
- **IEEE Computer, 2010, "Open Cirrus: a Global Cloud Computing Testbed"**, Arutyun Avestisyan, RAS;Roy Campbell, Indranil Gupta, Michael Heath, and Steven Y. Ko, University of Illinois at Urbana- Champaign; Michael Kozuch, Intel Research; Marcel Kunze, KIT, Germany; Thomas Kwan, Yahoo!; Kevin Lai, HP Labs; Hing Yan Lee, IDA, Singapore; Hing Yan Lee, IDA;Martha Lyons and Dejan Milojicic, HP Labs; David O'Hallaron, Intel Research; Yeng Chai Soh, IDA, Singapore, Han Namgong, ETRI.
- **SRII, Services Research & Innovation Institute**, SRII Global Leadership Summit Organizer, January 2010, Half Moon Bay.
- **Technology Services World**, Panel participant "Driving Services Innovation Upstream", October 2009.
- Open Cirrus Cloud Computing Testbed, Summit Organizer, June 2009, Palo Alto.
- **Hotcloud, 2009, "Open Cirrus™ Cloud Computing Testbed: Federated Data ▪▪Centers for Open Source Systems and Services Research",** Roy Campbell, Indranil Gupta, Michael Heath, and Steven Y. Ko, University of Illinois at Urbana-Champaign; Michael Kozuch, Intel Research; Marcel Kunze, KIT, Germany; Thomas Kwan, Yahoo!; Kevin Lai, HP Labs; Hing Yan Lee, IDA, Singapore; Martha Lyons and Dejan Milojicic, HP Labs; David O'Hallaron, Intel Research; Yeng Chai Soh, IDA, Singapor, June 2009.
- **Grace Hopper Celebration of Women in Computing 2008**. Panel Participant for "Taking the Long View – Many Careers in One Company"
- **The Global Benchmarking Council**, Speaker at the "Innovation: What Does It Take?" webinar on Dec 13th, 2007. https://www1.gotomeeting.com/register/137391232
- Ming C. Hao, Umeshwar Dayal, and Martha Lyons, Daniel A. Keim , "**Value-Cell Bar Charts for Visualizing Large Transaction Data Sets**", IEEE Transactions on Visualization and Computer Graphics (to be published in), July 2007. http://portal.acm.org/citation.cfm?id=1263328
- Tony Redmond, Martha Lyons, Alex Heublein, "**Innovation in HP Services**", Boston, April 2007. http://h30198.www3.hp.com/pdfs/TSG_2007/Services_Redmond-LyonsHeublein_Final.pdf
- **Computerworld, Career Watch Column**, Interview with Jamie Eckle, January 22nd, 2007 **– "How is Generation Y going to change the workplace?"** http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=278082
- Martha Lyons, "Innovation and R&D in IT Services", **Grace Hopper Celebration of Women** in Computing 2006.
- Umeshwar Dayal, Kannan Govindarajan, Harumi Kuno, Martha Lyons, Brian Monahan, David Pym, Richard Taylor, Chris Tofts, Kevin Wilkinson, Mike Yearworth, "**HP Position Statement on Education for Services Innovation", National Academy of Sciences Workshop**, April 2006. http://www.almaden.ibm.com/asr/SSME/esi/essays/4_HPEducationforServicesInnovationPosition.pdf

- Mentoring Students: http://grants.hp.com/us/scholar/profiles/martha_lyons.pdf
- M.L. Lyons, **"Adapting Information Retrieval Techniques for Customer Support & Service,"** Proceedings Workshop on Artificial Intelligence for Customer Service and Support, 03/92.
- M. Ketabchi, M.L. Lyons, M. Neimat, M. Shan, "**Response Center: A Multidatabase Application System Case Study, "**, COMAD '91: Advances in Data Management, Sadanandan P. & Vijayaraman T.M. 1991.

PATENTS

- United States Patent: 7779344, **"System and method for creating a value-based stacked bar chart"**
- United States Patent: 7652575, **"Monitoring of Packages"**
- United States Patent: 7760203, **"Graphic Color Pixel Based Visual Analytic Representations For Datasets"**
- United States Patent: 7788064, **"Focus Based Visual Analytic Techniques For Exploring Data Relationships"**
- United States Patent: 8812427, "**System and method for disaggregating power load"**
- United States Patent: 8836536," **Device Characterization System And Methods"**
- United States Patent: 8884966, "**Visualizing A Scatter Plot Using Real-Time Backward Rewrite"**
- United States Patent: 9053438, "**Energy consumption analysis using node similarity"**

- Patent Application: 20130246109, "**System, Article, And Method For Annotating Resource Variation"**, Dec 2010
- 3 others filed in the **energy management/sustainability domain** but not public yet.