

# ARMANDO LINCOLN LAY

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**OBJECTIVE:** Program Manager

**SUMMARY:** Experienced program, product management, and marketing professional. Specializes in product development, product life-cycle management and leading international programs, working with cross-functional teams. Degrees: Industrial Engineering (BSIE), Industrial Technology (BSIT) and M.B.A. Has background in medical instrumentation and networking. Worked at Nortel Networks, Beckman Instruments and FIBERLite. Speaks Chinese (Cantonese & Mandarin) Spanish and Japanese. Has extensive International experience.

## PROFESSIONAL EXPERIENCE:

FIBERLite Centrifuge Inc.; Santa Clara, CA

2002 – Present

### ***Product Management & Business Development Manager***

Member of the executive management team, reports to the President and CEO. Manages product portfolio (Carbon fiber composites) and business development for Asia-Pacific and Latin America.

- Established OEM relationship with Hitachi-Koki in Japan
- Setup strategic partnership with Chinese manufacturer in Hunan to OEM products from China
- Established and trained sales and distribution channels in: Australia, New Zealand, India, Taiwan, Malaysia, Hong Kong, PRC, Mexico, Brazil, Argentina

Computer Access Technology Corporation (CATC)

2001 – 2002

### ***Sr. Product Marketing Manager, InfiniBand and Storage Products***

At the leading provider of protocol analyzers, assumed marketing ownership for a new product line. Reported to President of CATC (Jean-Louis Gasse)

- Planned and executed new product rollouts. Created sales tools, sales presentations, product brochures, white papers, web content, technology primers, competitive matrices, product differentiation, positioning, pricing, press releases, co-marketing initiatives, FAQs, etc.

NORTEL NETWORKS Inc, Santa Clara, CA

1998 - 2001

### ***Product Line Manager, Optical Ethernet Initiative***

Managed all customer and business aspects for 4 enterprise networking product lines, (ATM core switches, Ethernet edge switches, server load balancers and SSL off-load security appliances) with revenues ranging from \$5M to \$20M each per quarter. Also worked in the Program Management Organization executing new product introductions and defining NPI processes

- Took products from concept to market and eventual end-of-life. Lead multiple cross-functional teams simultaneously managing the development of new hardware & software products.
- Managed OEM product and technology development relationships with Intel and NEC, Japan.
- Defined "Power Over LAN" solution for VOIP Telephony (IEEE802.3af), championed cross-divisional initiative to define the Nortel Voice and Data Architecture.

BECKMAN INSTRUMENTS INC., Palo Alto, CA

1990 - 1998

***Strategic Product Planning Manager, Centrifugation Products***

Key emphasis was to direct the strategic planning process and execution of the product roadmap for the product line through its lifecycle.

- Defined product line roadmaps, conducted face-to-face worldwide market survey (20 Countries, 200 Customers), created MRDs and PRDs. Lead internal product development teams. (Project Initiation, planning, control, risk mitigation, closing). Launched new products worldwide
- Set-up a Joint-Venture factory with a state owned enterprise in the People's Republic of China. This was a six years transfer of technology program to manufacture medical instruments for the Chinese market. Represented Beckman on business, technical and logistical issues during negotiations with the ministries and local leaders.

**EDUCATION:**

**Master of Business Administration**, University of Phoenix (International Business)

**Bachelor of Science, Industrial Engineering**, Lamar University, Beaumont, Texas

**Bachelor of Science, Industrial Technology**, Lamar University, Beaumont, Texas

- *Honors*: Who's Who in American Colleges & Universities  
Alpha Pi Mu Industrial Engineering Honor Society

**Associate in Arts, Electronics Technology**, College of San Mateo, San Mateo, CA

- *Honors*: Scholarship from the Institute of International Education (I.I.E.)

**OTHER TRAINING AND SKILLS:**

Internetworking with TCP/IP, ATM, InfiniBand

Web-Hosted Services & Content Switching (L4 – L7); Web Security

Voice Over IP (VoIP), H.323 ; Quality of Service (QoS); DiffServ

Active Program Management

Program Management of High Technology Projects

Project Management Practicum

CAPM – Certified Associate in Project Management (In-Progress)

**LANGUAGES:** Chinese (Cantonese & Mandarin), Spanish, English and Japanese.