

*Joseph L. Lias*

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## CAREER SYNOPSIS

MANAGING PARTNER – THORNTON & LIAS CONSULTING, LLC [WWW.TLCONSULTING.US](http://WWW.TLCONSULTING.US)

Atlanta, GA / Sanford, FL 2005 –2006 / July 2013 - Present

Boutique consulting firm providing technology & engineering research/projects/BD engagements & Marketing Management.

- North Highland ([www.northhighland.com](http://www.northhighland.com)) & ServiceCentral Technologies ([www.servicecentral.com](http://www.servicecentral.com)) consulting.
- ✓ Developed a future technologies & needs analysis & report for the U.S. Department of Health & Human Services (HHS)
- Healthcare IT - <http://www.tlconsulting.us/upload/Decreasing%20Readmissions%20-%20Research%20Brief-final.pdf>
- Electric Utility **Smart-Grid IT** - [http://www.tlconsulting.us/upload/Smart%20Grid%20Research%20Brief\\_v1.pdf](http://www.tlconsulting.us/upload/Smart%20Grid%20Research%20Brief_v1.pdf)
- Power Grid Engineering (<http://www.powergridengineering.com>)
- ✓ **Dec-2014 to Present:** Power Utilities Protection & Control Engineering & Transmission Field Services Marketing Consultant - Market Research, Marketing Strategy and Plan development, PR, Investor Owned Utilities support, & Brand development & management.
- ✓ Electric Power Utilities SmartGrid Business Development opportunity teaming partner.

PRESIDENT – SIMPLAY LABS LLC & VICE PRESIDENT – SILICON IMAGE, INC. (PARENT)

Sunnyvale, CA 2006 – 2013

HDMI & MHL testing services, Test Systems and consulting company - P&L division of Silicon Image Inc. (NASDAQ-SIMG).

- Developed Simplay/HDMI branding, business development, R&D & sales with growth from a 4 person \$100K department to a 35+ employee - \$8M P&L with 30% margin, while being profitable in every year of existence.
- Opened U.S., China, South Korea & European Centers - hands-On IT, HR, Finance, SOX-GRC, R&D Director  
<https://www.simplaylabs.com/manufacturers/videos.aspx>
- Established business collaborations with BestBuy, Monster Cable & major Consumer Electronics manufacturers.
- Managed & launched *DVDO-Air* & *DVDO Quick6* consumer HD audio/video products including CE Mark, UL & FCC approvals, including requirements & test management. - <http://www.dvdo.com/>

PRESIDENT – THX LTD

San Rafael, CA 2004 –2005

Turn Around Assignment - A Lucas-Film founded sound technology & consulting company.

- Successfully rebuilt & grew company from 10 employees / \$3M revenue –to- 70 employees / \$20M revenue.
- Opened new channels & strategic alliances with Ford, Sony, Microsoft & Monster Cable.
- Hands-On management of HR Generalist, services planning, IT and Financials reporting & management of accounting firm.

PRESIDENT & CEO – KIPPER TECHNOLOGIES, INC.

Atlanta, GA 2002-2004

A 15 employee Start-up subsidiary business unit of The Kipper Tool Company.

- Business formation, IT, legal & insurance management, and audit by GSA.
- Personally developed a Commercial-to-Government product sales strategy, company formation Business Plan, and corporate vision for a successful full integration into the parent company.
- Managed General Services Administration (GSA) Schedule-70 contract award in 1<sup>st</sup> yr. (3 yrs. typically).
- Risk Managed development of Army Unexploded Ordinance Detection Device; \$5 million parent company revenue.
- Oversaw & led successful product and business operations & IT integration into parent company.

CO-FOUNDER & CEO – CARINA NETWORKS, INC.

Atlanta, GA 2001 –2002

A high technology startup with products targeted at Broadband telecom services offered by Electrical Power Utilities.

- Personally conceived Broadband-over- powerlines product strategy: *Patent #: 7,573,891 Hybrid BoPL*.
- Secured multiple Field Trials with 4 major Power Utilities such as Georgia Power (Southern Company) & PG&E.
- Invited as a member company within Georgia's Advanced Technology Development Center (ATDC) incubator network.
- Hands-on executive leadership, capital fund raising, financials and operational management.
- Recruited 15 "sweat equity" engineers employees over a six month period.

*CO-FOUNDER, PRESIDENT & COO – TERAWAVE COMMUNICATIONS, INC.*

Hayward, CA 1998 –2001

A Start-up of 1 grew to 120+ employees &amp; \$35M P&amp;L Operating Budget

- Co-raised \$105 million in VC and strategic funding
- Personally authored business plan & product strategy of the SONET Terabit Passive Optical Network (PON) product line.
- Personally led the Marketing & Sales, HR & IT departments while directing manufacturing & product R&D.
- Product launched & deployed in Enterprises & DoD -  
[https://www.fbo.gov/index?s=opportunity&mode=form&id=ffaa98b3dd98be7df5d933ade9737332&tab=core&\\_cview=0](https://www.fbo.gov/index?s=opportunity&mode=form&id=ffaa98b3dd98be7df5d933ade9737332&tab=core&_cview=0)
- Shipped products domestically & internationally - Acquired by Occam Networks.

*VP MARKETING & SALES – PIPELINKS, INC (CISCO SYSTEMS, INC. ACQUISITION)*

San Jose, CA 1997 –1998

A start-up company developing integrated Cisco-IOS TCP/IP &amp; TDM-SONET communications product.

- Developed the world's 1<sup>st</sup> Integrated TCP/IP-over-SONET Router product strategy based on Cisco's IOS technology.
- Hands-On responsibility for PLM, marketing & sales, and securing customer buy-in.
- Launched product within a 12-month period - Secured 4 field trials with MCI/Worldcom, SBC, BellSouth, & Verizon.
- Cisco Systems acquisition:  
<http://www.thefreelibrary.com/Cisco+Systems+to+Acquire+PipeLinks%2c+Inc.%3b+Cisco+Brings+New+World...-a053330506>

*VP BUSINESS DEVELOPMENT & VP OF MARKETING – PREMISYS COMMUNICATIONS, INC.*

Fremont, CA 1994 –1997

A 150+ person, \$120 million revenue publicly traded company for integrated WAN voice &amp; data communications products.

- Personally managed product and marketing teams and programs to ensure a successful IPO.
- Integral part of management team during a highly successful IPO (NASDAQ: PRMS).
- Architected & Product Managed SONET Broadband Access Node product - acquired by Zhone Technologies.

*SENIOR MANAGER, PRODUCT LINE MANAGEMENT – NORTEL NETWORKS, INC / BNR*

Atlanta, GA 1984-1994

A multibillion multinational telecommunications products company.

- Personally led a team of Product Managers with \$75M product operating plan
- Co-developed Nortel's FiberWorld telecommunications OAM&P product strategy.
- Emergency Technical Assistance & Support (ETAS) team lead for Digital Loop Carrier (DLC) products.

*Earlier positions included AT&T Bell Labs, Field Services Support, academics, and manufacturing.***PROFESSIONAL CERTIFICATIONS**

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- **PMP** [#1605966 - Project Management Professional – Project Management Institute]
  - **CCNP** [#CSCO12429478 - Cisco Certified Network Professional Routing & Switching (*Security, VLANs, STP, BGP, OSPF*)]
  - **CSSGB** [#103241 - Six Sigma Green Belt – Project Management Institute]
  - **MOS** [Microsoft Office *Specialist* Excel, Word, PowerPoint & Outlook – Microsoft]

**EDUCATION, PATENTS & RECOGNITION****Education:**

- Georgia Institute Of Technology (*Georgia Tech*) – Atlanta, GA – Sept. 1983  
 ✓ *Master of Science* degree in *Electrical Engineering (M.S.E.E.)*
- North Carolina A. & T. State University – Greensboro, NC – May 1982  
 ✓ *Bachelor of Science* degree in *Electrical Engineering (B.S.E.E.)*

**Patents:**

- Patent #: 4,760,330 - *Test System With Shared Test Instruments* – July 1988
- Patent #: 7,573,891 – *Hybrid Fiber/Conductor Integrated Communication Networks* – August 2009

**Awards:**

- *Summa cum laude* B.S.E.E. Graduate – North Carolina A & T State University – Greensboro, NC
- IEEE Senior Member
- Georgia Tech Distinguished Alumni Award - [http://coe.gatech.edu/alumni-awards/coe-distinguished-alumnus?field\\_name\\_aar=&page=8](http://coe.gatech.edu/alumni-awards/coe-distinguished-alumnus?field_name_aar=&page=8)