

LESLIE MARTINICH

1114 Wild Basin Ledge
Austin, Texas 78746

lmartinich@ieee.org

+1.512.423.5121 (Mobile)

PROFILE

Results-oriented **Engineering Professional and Educator** recognized for possessing skill in leading organizations, managing a portfolio of projects and providing high quality deliverables. Possesses particular expertise with:

- Engineering Education (17 years)
- Engineering Management (14 years)
- Project Management (14 years)
- Innovation Management (25 years)
- Teamwork and Communications
- Software Quality (ISO 9001, SEI-CMM, PMI 12 years)
- Software Development Process (12 years)
- Presentations and Customer Interaction

PROFESSIONAL EXPERIENCE

Engineering Leadership Institute, University of Texas Cockrell School of Engineering **2006—Present**
Center for Lifelong Engineering Education

Lead Faculty

Designed and built an effective program for engineers moving into a leadership role

- Teach Communication Skills, Innovation Management, Delegation, Managing Up, Leading an Effective Engineering Team, Risk Management using an experiential approach
- Teach Engineering Ethics

Competitive Focus – Austin, Texas

2001—Present

Principal

Provide training and management consulting to professionals in technology and innovation management, and software project management. (Accomplishments include earlier independent consulting.)

- Improved the effectiveness and efficiency of dozens of organizations by coaching and training participants in Innovation Management, Software Quality, Software Process Improvement, Negotiation Skills, Project Management Skills.
- Helped define and establish an Innovation Council for major semiconductor firm.
- Facilitate online Technology Project Management course (MBA level). Consistently receive highest ratings.

Stellcom – San Diego, California and Austin, Texas

2000—2001

Director of Engineering

Built wireless sales and engineering team in Austin. Delivered market analysis for regional embedded systems opportunities. Developed customer proposals. Managed wireless and embedded systems engineering engagements and client services. Customer evangelist.

- **Built sales and engineering organization during regional expansion (was first Austin employee).**
- Created business plan, identified business opportunities, formed relationships with business leaders.
- Improved organizational focus by defining clear market and technology strategy.
- Developed regional recognition for west coast consulting company through Wireless Briefing events.

Vignette –Austin, Texas

1999—2000

Sr. Manager of Software Development

Managed product design and development of eCommerce toolkits. Built two technology teams. Managed a portfolio of projects.

- **Managed all phases of software development effort for a portfolio of projects: requirements, analysis, design, development, QA and deployment.**
- Delivered Vignette Marketplace, a Web-based application, on schedule and on budget.
- Built productive, high performing software development teams through extensive recruiting and coaching.
- Built and maintained extensive Microsoft Project plans to manage the project schedule.
- Developed product roadmap.
- Led code reviews.

pcOrder – Austin, Texas

1998—1999

Sr. Consultant

Managed four simultaneous eCommerce projects in the Americas, Europe and Asia for client (Hewlett-Packard). Handled client relationships, staffing, scheduling.

- Managed all phases of software development efforts for Web-based hardware configuration tools.
- Increased sales by \$5M/year by identifying new opportunities for existing customers.

Compaq – Austin, Texas**1997—1998***Director of Engineering*

Managed Network Interface Controller engineering team. Defined NIC strategy and roadmap for both Token Ring and Ethernet product lines. Representative to IEEE Gigabit Ethernet meetings.

- Provided technology leadership in alliances with Intel, 3COM, Xircom, Madge Networks.
- Improved efficiency through partnerships.
- Improved operational performance by clarifying strategy and roadmap
- Delivered 10/100MB Ethernet NICs and device drivers (in partnership with Intel).

Sterling Information Group –Austin, Texas**1994—1997***Vice-President, Professional Services*

Developed strategy for growth and acquisition. Identified business opportunities. Recruited team of 80 software developers. Built tools, instituted processes and built infrastructure to manage operations and support growth.

- Assessed risks and made recommendations for Texas state health department WIC project to implement new technology and deploy statewide programs.
- Trained staff in **Software Engineering Institute's Capability Maturity Model (SEI-CMM)** and **ISO 9000**.
- Doubled size of company within two years while maintaining profitability, resulting in successful acquisition.

TeraQuest –Austin, Texas**1994***Sr. Consultant*

Defined a Software Process Improvement Methodology with company founders. Trained software organizations in SEI-CMM. Prepared organizations for SEI-CMM assessments.

Novell –Austin, Texas**1988—1993***Sr. Manager of Software Engineering*

Managed development, QA, testing, configuration management and beta testing for software tools. Recruited technical team (entry-level to senior architects) during period of rapid growth. Extensive interaction with customers.

- **Delivered nine commercial products in a five-year period.**
- Improved organizational effectiveness by integrating geographically dispersed teams.
- Built and strengthened customer base, evangelized customers through executive meetings, presentations.
- Identified alliance opportunities; led alliances and joint development efforts with Sun, Remedy, Legato.
- Delivered products on time, by instituting project management, defect tracking and reporting systems.
- Increased customer satisfaction by using focus groups.

International Business Machines –Austin, Texas**1987—1988***Sr. Programmer*

Developed C compiler for RISC systems. Wrote parts of code generator.

EDUCATION**University of Texas, McCombs School of Business – Austin, Texas***Certification, Institute for Managerial Leadership***University of Texas– Austin, Texas***Master of Science, Computer Sciences**Master of Arts, Philosophy***University of California at San Diego***Bachelor of Arts, Philosophy***COMMUNITY INVOLVEMENT AND PROFESSIONAL AFFILIATIONS****IEEE, Technology Management Council, VP Publications, Board of Governors, Chapter Chair****IEEE, Engineering Management Society, Vice-Chair, International Engineering Management Conference, 2007****Engineering Leadership Institute, Founder****Ethics in Business Awards, Selection Committee****Austin Software Executives' Group, Co-Founder****Southwest Texas State University, Computer Science Department Industrial Advisory Board**

PUBLICATIONS

Profiles of Texas Public School Districts, 1981-1982 (Austin: Texas Education Agency), 1371p., 1982.

“Leadership: so easy even an engineer can do it!” with C. Polito, *Proceedings of the International Engineering Management Conference*, Lisbon, Portugal, 2008,

“Building an Effective Engineering Organization,” *Proceedings of the IEEE International Engineering Management Conference*, Salvador, Brazil, 2006

“Being Open: Managing Innovation,” *Proceedings of the IEEE International Engineering Management Conference*, St. John’s, Newfoundland, Canada, 2005.

“Communicating the vision in an ambidextrous organization: connecting with both sides of your brain,” *Proceedings of the IEEE International Professional Communications Conference*, Limerick, Ireland, 2005

“An innovation framework: the foundation for two complementary approaches to innovation management,” *Proceedings of the UT/IEEE Engineering Management Conference*, 2005.

“Understanding, Innovation and the Network of Beliefs,” With A. P. Martinich, STIQUE 2004. *Proceedings of the 7th International Conference on Linking Systems Thinking, Innovation, Quality, Entrepreneurship and Environment*, Maribor, Slovenia, 2004.

“Managing Innovations, Standards and Organizational Capabilities,” *Proceedings of the IEEE-International Engineering Management Conference 2002*. Cambridge, UK. 2002.

“Innovations, Legal Systems and Prosperity: A Systems Approach,” With A. P. Martinich, *Proceedings of the 6th International Conference on Linking Systems Thinking, Innovation, Quality, Entrepreneurship and Environment – STIQUE*, Maribor, Slovenia, 2002.

“Innovation and Project Management,” *Proceedings of the Third International Conference on Decision Making in Urban and Civil Engineering*, London, 2002

“Innovations, Standards and Property Rights in Communications Technology,” *Proceedings of the Economic and Business Historical Society*, Chicago, 2002.

“Future Trends in eLearning: Lessons from History,” *Proceedings of the Global Summit of Online Knowledge Networks*, Adelaide, Australia (2002),

“Commercializing and Managing Innovations,” *Proceedings of the Southwest Business Symposium*, Enid, Oklahoma (2002),

“Project Management in an Era of Increasingly Rapid Change,” With Jean McWeeney, *Proceedings of the 28th Annual Project Management Institute 1997 Seminars & Symposium* (Chicago: Project Management Institute), 1997.

PRESENTATIONS

Gaining Support for Your Projects, Project Management Institute, Austin, (2008)

Growing Your Industry: Creating a Market for New Technology, Austin Software Council (2002)

Increasing Returns: Managing Your Business in the New Economy, University of Texas McCombs School of Business (2000),

Project Management in an Era of Increasingly Rapid Change, Project Management Institute 1997 Seminars & Symposium (1997),

Software Process Improvement, Sterling Software Process Conference (1996)

Software Project Management (series of 8 lectures), University of Texas (1994-1996)

Negotiating Skills for Project Managers, University of Texas (1996)

(with Dr. William Curtis) *The People Management Capability Maturity Model*, Austin Software Council (1994)

Developing Distributed Applications using Transport Independent Remote Procedure Call Technology, BrainShare (1991)

Using Remote Procedure Call Technology, Novell Developers’ Conference (1990)

Distributed Computing, Novell Developers’ Conference (1989)