DAVE BIRNBAUM

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Objective

To obtain a full-time position developing and commercializing emerging technology.

Summary

I use technology in unexpected ways to create experiences that matter to people. I'm a servant leader, intuitive decisionmaker, calculating resource allocator, insight inciter, lateral thinker, relationship builder, and curious designer with a propensity for geeky obsession.

Recent Experience

Senior Director, Technology Strategy, Office of the CTO | Immersion Corporation, 2020 – 2021

‣ Served as interim Product Manager for Gaming business; created 3-year technology development and market engagement strategy.
‣ Established process for R&D based on defined Technology Readiness Levels (TRL) and gating process.
‣ Led creation of external communications that solidified our company's central position in the ecosystem.
‣ Key contributor to IP strategy; prolific inventor with over 100 granted patents.

President, Chairman of the Board, Co-Founder | Haptics Industry Forum, 2021 – Present

‣ Co-founder of a non-profit focused on accelerating adoption of haptic technology.
‣ As the most senior member of the organization, I provide a voice for our membership to the wider technology ecosystem.
‣ Guided loose coalition of interested parties from initial conception through incorporation and launch of formal entity with 100K budget.
‣ Bootstrapped initial roster, branding, website, workgroups, productivity tools, negotiation with external service providers.

Head of Design Strategy & Outreach | Immersion Corporation, 2017 – 2020

‣ Identified new vertical market opportunities and developed early-stage partnerships.
‣ Led human enhancement program focused on AR: prototyping strategy, patent applications, demo development, public showcase.
‣ Evaluated emerging technologies for business and innovation relevance: 5G, wearables, biosignals, AI / ML, immersive interfaces.
‣ Articulated company's enterprise value through media and public speaking engagements.
‣ Collaborated with marketing team on trade show presence, booth and design, customer engagement, content calendar.

Director, User Experience Design | Immersion Corporation, 2008 – 2017

‣ Co-founder of UX department, which grew to include offices in LA, San Jose, Shanghai, Beijing, Seoul.
‣ Created software and hardware experiences, design systems for XR, ad tech, social media, gaming, wearables, automotive.
‣ Served on the Senior Leadership Team, contributed to company strategic plan.
‣ Co-created processes for invention disclosure, innovation, user centered design, agile product development.
‣ Invited speaker at Stanford, LA Times, USPTO, Infinity Film Festival, Digital Hollywood, SXSW.
‣ Served as media spokesperson: New York Times, NPR affiliate, Atlantic Monthly affiliate, USA Today.

Extracurriculars

‣ Creator, producer, and host of successful podcast interviewing inventors and entrepreneurs about personal motivation and unique insight.
‣ Editor in Chief of Virtual Experience Interaction Lab (VEIL), a global UX research initiative to evaluate emerging design patterns in XR.

Skills

‣ Establishing technology R&D process from early stage innovation to product development.
‣ Researching technology landscape; opportunity analysis; prototyping strategy for risk reduction and value identification.
‣ Leading innovation and design thinking workshops, including remotely.
‣ Invention process creation / management. Converting ideas to strong utility apps with broad claims, specifications that enable continuations.
‣ Publishing strategy, writing, copyediting, visual design / illustrations, white papers, recommended practices, specifications.
‣ Evangelism, media outreach, blog posts, long form pieces, trade show presence, booth design, demo design.
‣ Early customer engagement, key accounts, onsite workshops, roadshows.
‣ Product management, scrum master, product owner, process improvement, generating a robust, detailed, prioritized backlog.
‣ UX / Design team leadership. design strategy, UCD, establishing best practices, training materials.
‣ Hiring, interviewing, team building, managing an office, building a business.

More

More about my academic background, publications, patents, and projects can be found at **davebirnbaum.com.**

References available upon request.