

Brian J. Piercy

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PRODUCT MANAGER. POLYMATH. EXPERIENCED DEVELOPER.

Product Management:	B2B ecommerce, customer motivations, pricing, launches & rampdowns
Semiconductor Design:	Memory compilers, CPU architecture tradeoffs, IP, SOC design, supply chains
Hands-on Software Design:	Ruby on Rails, Python, Bash, TensorFlow, Linux, Elixir, Scikit-Learn
Software Infrastructure:	Heroku, Git, GitHub, Jupyter, AWS S3, Vagrant

ACCOMPLISHMENTS & EXPERIENCE

Sabbatical (2018-Present) [1]

Code: <https://github.com/bjpcjp>.

Python: [Numpy](#), [SciPy](#), [SymPy](#), [Pandas](#), [Numba](#), [Cython](#)

Ruby: [Jekyll](#), Rails 6.0, [Algorithms](#)

Machine/Deep Learning: [Scikit-Learn](#), [TensorFlow](#)

Natural Language Fundamentals: [NLTK](#), [SpaCy](#), [Gensim](#)

Image Processing: [Scikit-Image](#)

Golang: [Fundamentals](#)

Knowledge: <https://bjpcjp.github.io>.

Semiconductor Design: [CPU architectures](#)

Algorithms: [Dictionary & Textbook Chapters](#)

Product Management: [Best Practices](#)

Customer Behaviors: [Encyclopedia](#)

UI-UX Fundamentals: [Encyclopedia](#)

Game & Auction Theory: [Fundamentals](#)

Olea Edge Analytics, Austin, Texas (June 2018-August 2018) [2]

Product Manager - Industrial IoT Startup

- Oversaw instrument installation & bringup - cellular communications, image recognition, cloud data storage.
- Reduced product configuration errors by improving the company's inventory tracking system.
- Created the company's initial manufacturing assembly & test workflow specifications.

GSI Technology, Austin, Texas (2010-2017)

Product Manager - Semiconductor Memory, Intellectual Property, Machine Learning Architecture

- Ran product operations for 27 product lines - \$10M/quarter, 40-55% margins, ~100 customers.
- Reduced order entry & fulfillment error rates >90% by rebuilding an ecommerce catalog of 70,000 SKUs.
- Doubled the company's Adwords CTR metrics in 90 days by rebuilding keyword datasets & budgets.
- Developed benchmarks for the company's first Deep Learning processor silicon (Keras, Tensorflow)
- Built the company's first product recommendation engine. (Ruby on Rails, Octopart APIs, Wordpress)
- Designed & delivered the company's first Intellectual Property product - licensing, value proposition, design flow.

Freescall Semiconductor, Austin, Texas (2006-2009)

Product Manager - Smartphone platforms, Semiconductor Intellectual Property

- Delivered product definitions for multiple million-unit smartphone platforms.
- Negotiated KPIs with system architects: schedules, costs, power, capacity, latency, HW/SW tradeoffs
- Drove product roadmap operations for smartphone platform IP team: ~250 blocks across all functional areas.

Freescale Semiconductor, Austin, Texas (1999-2006)**R&D Program Manager - Memory Compilers, Foundry Manufacturing, Custom IC Development**

- Delivered 20 compilers from concept to qualified production to semiconductor design teams around the world.
- Led teams of 6-20 developers (chip and software design, verification) in Moscow, Austin, Noida & Phoenix.
- Guided >20 products into production at TSMC. Monitored yields, designed yield experiments using A/B testing, and taught design teams how to use 3rd party manufacturing.
- Led a custom memory design team from concept to >1M units/month for the world's #1 CPU vendor.

Motorola Semiconductor, Austin, Texas (1995-1999)**Product Marketing Engineer, Product Manager - Memory ICs**

- Negotiated price / volume / quality contracts with Tier-1 customers worldwide.
- Hired & mentored a team of 6 marketing professionals.
- Delivered monthly demand forecasts for a \$500M/year portfolio - 18 month visibility, units, revenue, margins.
- Delivered multiple product promotion and beta customer delivery plans.

EDUCATION

Pragmatic Marketing Certification

M.B.A. In Marketing & Operations, University of Pittsburgh

B.S.E.E. In Firmware Design, West Virginia Institute of Technology

ADDITIONAL NOTES

[1] I have the good fortune to have made wise financial decisions throughout my career. My wife & I temporarily stepped away from full-time employment to travel and care for elderly parents. I am now available to tackle new challenges.

[2] I joined OEA, an early-stage IoT startup, as employee #15. My tenure ended early due to financial difficulties.. My OEA tenure was a positive & enlightening experience. I would do it again.