

## SUMMARY

I help companies take new software products from prototype to profit. I have proven expertise and varied experience in software development, product management and business-to-business marketing of software products and related services. I have successfully managed software engineering and worldwide marketing teams, as well as managed third party relationships for both suppliers and sales channels. I provide a contract-based alternative to hiring multiple people to cover these areas. Additional strengths:

- Focused on customers' needs.
- Determined underlying causes of customer problems and translated them into engineering requirements.
- Able to communicate and present technical topics to senior and middle management, in government and commercial environments.

LinkedIn: <http://www.linkedin.com/in/WaltLapinsky>  
My Blog: <http://wrlapinsky.wordpress.com/>  
My company: <http://www.wrLapinsky.com>

## EXPERIENCE

**Purposeful Clouds, Inc., Lexington, MA** 2010 – present  
***Vice President, Cloud Security***

- Part of the senior management team taking a new Cloud Consulting company to market.
- Responsible for Cloud Security services and training, plus assist in messaging, collateral development, and partner management.
- Leveraging more than 15 years experience working in the US DoD environment, concentrating on data security.

**Med-Communicator Inc., North Wales, PA** 2009 – present  
***Vice President, Technology***

- Part of the senior management team taking a new hospital patient-caregiver communication product to market.

**Unisys Corporation, Malvern, PA** 2000 – 2009  
***Various Marketing Director roles***

- Managed multiple products with marketing teams of up to 14 professionals with responsibility for a world-wide customer base.
- Analyzed historical trends, projected several future scenarios, and influenced strategic planning decisions over a major product line.
- Managed third party relationships for both technology providers and sales channels, from initial contact through contract negotiation and on-going relationship maintenance, to termination.
- Led numerous customer advisory activities, one-on-one customer and analyst meetings, and presented at customer and vendor conferences to research requirements and market Unisys products.
- Interfaced with all levels of internal management.
- Defined customer services around a new server product line, including support, discovery, design, and implementation services for networks and security.

**Core Technology Corporation**, Lansing, MI

1996 – 2000

A small software company with network products that interface to multiple vendor mainframes.

***Manager of Software Engineering***

- Managed a software engineering and product support team of around 20 technicians with responsibility for all of the company's products and customer support world wide.
- Reduced initial customer installation support calls by about 80% by redesigning the installation process, reducing the time between customer use and payment and increasing customer satisfaction.
- Reduced the cost to maintain and train developers by reducing the number of development environments from five to one, plus restructured the products for significant re-use of code among them. In some cases enabled 70% of a new product's code to be directly reused from another product.
- Managed the design and development of several new products at the same time.

**Other Professional Experience**

Paradigm Corporation Vice President (small software development and consulting company)  
and Unisys Corporation (Burroughs)

- Managed cross-functional engineering and marketing teams of up to 40 people.
- Led or participated in strategic planning in both large and small organizations.
- Defined products, managed their development, and driven them through to successful introduction and long-term revenue production.
- Managed third party relationships for both technology providers and sales channels, from initial contact through contract negotiation and on-going relationship maintenance, to termination.
- Conducted hundreds of technical and marketing sessions to groups of up to 1,000 at user conferences, trade shows, and internal and external marketing and sales events; developed and taught classes ranging from a few hours to up to 8 weeks in length.
- Fourteen years in the US defense, intelligence and civilian agency market in product development, pre-sales technical support, benchmarks, RFI/RFP review and response, customer training, system installation, and on-site customer support.
- Very small part in the US NASA manned space program in the late 1960s.

**EDUCATION, CERTIFICATES, BOARD MEMBERSHIP**

MS Mathematics, University of Delaware  
BS Mathematics with Honors, University of Delaware

CCSK (Certificate of Cloud Security Knowledge) from the Cloud Security Alliance  
Six Sigma Lean Green Belt trained  
Trained as a facilitator

Member of the Board of Trustees of The Speaker's House, the home of Frederick Muhlenberg, the first Speaker of the US House of Representatives and the first signer of the Bill of Rights