

Linda Prowse Fosler

QUALIFICATIONS

PERSONAL: After 40 years as an engineer, manager and executive in high technology I retired from the high tech world in 2014 and spent the next 2.5 years as Executive Director of Voices for Children CASA of Monterey County, a 501C non-profit that supports children in foster care. As a former foster child, myself, I understand the world of the abused and neglected child. It was with great pleasure that I served the County and its foster youth. I retired from VFC-CASA in June, 2016 to pursue other types of service and personal goals.

Today, I serve on the Monterey County Behavioral Health Commission and as a Senior Mentor for the GSBI Miller Institute of Santa Clara University. I am a past member of the Board of Salinas Downtown Rotary Club and a leader for COPA, a grass roots organizing institution.

PROFESSIONAL: I am an experienced business and marketing executive. I have run my own consulting practice, worked in start-up organization and in major corporations. I lead through collaboration and inspiration. I foster happy, involved, teams that do great work.

My experience spans a wide range of businesses and non-profits including computer systems, semiconductors and faith-based organizations.

I have an operations as well as a marketing background including experience in business and financial management, organizational design, software engineering, embedded systems development, hardware design and verification, software simulation and simulation acceleration and hardware emulation for SOC design verification.

I have served at the executive level in sales, product marketing, product management, strategic marketing, business development, executive account management, strategic relations, research and development and software quality improvement.

PROFESSIONAL EXPERIENCE

April, 2014 to June, 2016: Executive Director Voices for Children CASA of Monterey County

The Executive Director is ultimately responsible for the overall management of the agency and all aspects of the agency's operations. This primarily involves the supervision and coordination of a volunteer service program which provides CASA services to abused and neglected children. Key responsibilities include, but are not restricted to: 1) Resource development and maintenance, 2) Agency and program planning, 3) Community and public relations, 4) Personnel management, 5) Agency liaison to the Board of Directors, and 6) Fiscal management.

2009 to April, 2014: Director of Marketing, Deep Submicron Division of Mentor Graphics

Mentor Graphics creates Electronic Design Automation tools for the electronics industry. In my capacity as Director of Marketing I am responsible for defining and promoting products to support and grow a \$40M revenue stream. These responsibilities include management of an international staff of 30, sales support to 100+ sales people and direct support for numerous business to business partnerships.

2006 to 2009: Founder Linda Prowse Fosler & Associates

Product Marketing, Product Management and Strategic Marketing Consultant for multiple companies: A partial list of recent clients includes:

- SigmaQuest: CRM software tools and services
- Esterel Technologies: Software tools and services for safety crucial control systems
- Mentor Graphics: Software and hardware electronic design automation tools
- Marseille Networks: Fabless Semiconductor for video chips
- ZK Celltest: Drive test equipment for wireless networks
- University of California: Curriculum expert and instructor: Product Development, Product Management, Sales and Marketing for Startups

2004 - 2006 Vice President of Marketing and Business Development, VaST Systems.

VaST Systems is a world leader in the development of virtual system prototyping tools and methods for the development of complex embedded systems. VaST technologies are used to create simulation-based models of electronic systems. VaST tools have been chosen by more than 30 leading customers in the telecommunications, automotive and consumer electronics industries including Toyota, Infineon, Delphi, Toshiba and Canon.

I was brought in by the VaST board to launch the marketing effort and to assist in securing the B round of funding for the company. We raised \$12M and successfully grew the company by 150% the first full year after funding. Headquartered in Sunnyvale, California VaST Systems has approximately 70 employees.

As Vice President of Marketing and Business development I had world wide responsibility for all phases of marketing including:

- Product marketing
- Product management
- Strategic market research, positioning and competitive analysis
- All outbound marketing
- PR and press relations
- All event management including trade shows and user-group activities
- Sales support
- Identification and management of key partnerships and 3rd party relationships
- Management of the marketing staff
- Member of executive staff

2002 - 2004 - Vice President of Marketing and Business Development, Esterel Technologies. Esterel Technologies develops design and verification tools used to create critical embedded software and hardware designs, applications include:

- Avionics safety critical applications such as flight controls, engine controls, auto pilots, braking systems
- Automotive cruise control, restraint systems and steer-by-wire functions
- Chip and SoC control critical applications such as bus interface, peripheral controllers and communications IP

Founded in 1999 Esterel Technologies is a late stage start-up, privately held, company headquartered in Elancourt, France. Esterel Technologies has 130 employees and approximately 50 large customers including Airbus, Texas Instruments, STMicroelectronics, Audi, Xilinx, Airbus, Pratt-Whitney, Rockwell Collins and General Motors.

As Vice President of Marketing and Business development I had world wide responsibility for all phases of marketing including:

- Product and technical marketing
- Strategic market research, positioning and competitive analysis
- All outbound marketing messages
- PR and press relations
- All event management including trade shows and user-group activities
- Sales support
- Direct executive management of critical US accounts and prospects
- Identification and management of key partnerships and 3rd party relationships
- Management of the marketing staff
- Member of executive staff

My focus in Esterel was to bring complete and competitive products to market and grow revenue. This required the implementation of a formal product marketing and product management function, formalizing market requirements definition and product specification methods, identifying unique positioning for each product and specifying the selling sweet-spots for each.

Much of my time was spent with the sales and application engineering groups assuring they had input into the product roadmaps and the training they needed to effectively sell and support the products. As part of my business development responsibilities I created customer-partners who helped keep the product roadmaps on track with frequent and formalized input.

1998 - 2002: Vice President of Marketing for IKOS Systems Inc.

IKOS Systems Inc. created high-end, hardware based, design verification systems. I joined the company as Director of Product Marketing and Product Management and later was promoted to Vice President of Marketing. IKOS revenue increased to a \$160 million run rate in three years due to the combination of strong engineering and product marketing/management plus aggressive competitive positioning.

IKOS was acquired by Mentor Graphics in 2002.

1995 – 1997 Independent Consultant:

I consulted with small and medium sized high technology firms in the areas of software engineering, marketing, operations and organizational design and development. My clients included IKOS Systems, TimeLine, Inc, Intergraph, Vericode, and Aptix Corporation.

1990 – 1995 Vice President of Software Quality: Cadence Design Systems

I held a number of roles at Cadence as the company grew rapidly from less than 100 million in revenue to over 400 million in 5 years. During this time I managed the technology partner group (joint development with key customers), the strategic partnership program (computing platforms, university programs, third party connections) and assumed the role of Vice President of Corporate Quality focused on 10X software quality improvement in 4 years. I managed teams of up to 500 people.

Other Professional Accomplishments:

I spent 4 years with Tandem Corporation as a Member of Technical Staff where my responsibilities initially included software engineering practices and education. I later managed the world-wide Tandem user's group. I served 8 years with Hewlett Packard Corporation in a variety of roles including Member of Technical Staff focused on software engineering methodology and tools.

EDUCATION

Bachelors of Science Degree Business, University of California Berkeley and Northern Arizona University
Masters of Science Degree in Management and Leadership, Western Governor's University, 2019

Numerous courses in software development including: C, Object Orientated Design, and Software Engineering

AVOCATIONS

Amature naturalist and committed conversationalist
Member of Land Watch Conservancy
Member of Planned Parenthood
Court Appointed Special Advocate for Children (CASA)
Past member of Leadership Council – Unity Church of Monterey Bay
Regular Contributor to the Heifer Project

PERSONAL

Married, 6 grown children