

Timothy J Barnes - Senior Executive

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Experienced senior executive with strategy, marketing, and operational experience to CEO level. A track record of innovation and impact across a wide range of industries with a focus on software and electronics applications.

Key Achievements

- Opened a successful business strategy consultancy delivering marketing, branding, and strategy services profitably every year from inception. Sold and delivered engagements with a wide variety of clients, achieving a 95% record of repeat business.
- Drove creation of the strategy that returned Cadence Design to market leadership in EDA software.
- Led cross-cultural EMEA integrated marketing team to over-achievement in 2004 -06.
- Created positioning and sales strategy that generated 200% annual growth over 3 years in a market (IC design software) growing at less than 20%.
- Developed corporate brand strategy to take a Fortune 500 client from #3 in industry perception to #1.
- Integrated multiple businesses under a single identity. Ongoing work enhanced client's leadership position over more than three years of executive-level collaboration.
- Planned the most effective, fastest growth-rate product launch in the history of the contract furniture industry, accelerating profitability by three years.
- Created a unique business strategy and market research tool set for branding, market positioning, competitive analysis and customer profiling. Deployed through consulting, research and training.
- Published author: *Electronic CAD Frameworks* (Kluwer Academic Publishers, 1992).

2006-present – Cadence Design Systems, Inc.

- Vice President of Strategic Planning

- Developed strategy and negotiated customer long-range requirements into product roadmaps.
- Led research and strategy development for a wide range of initiatives including mixed signal SoC, 45/32nm design requirements, distributed computing, usability and competitive analysis.
- Spokesperson to the investment community presenting Cadence positioning and differentiation.
- Created Web 2.0 marketing strategy to connect software users to support and community resources.

2004-2006 – Cadence Design Systems, Inc.

- Vice President of Marketing, EMEA

- Responsible for PR, communications, field technical marketing and technical specialists .
- Delivered customer events, web marketing, brand support, technical programs across EMEA.
- Created regional strategy leading to over-achievement in 2004 and 2005.
- Managed costs down without reduction in service levels.
- Participated in a range of corporate strategy initiatives as well as regional sales and industry activities.

2002-2004 – Cadence Design Systems, Inc.

- Vice President, Corporate Strategy

- Responsible for corporate strategy process and market analysis reporting to CEO.
- Developed top-down and bottom-up market segmentation and share analysis.
- Created strategy framework and core concepts and goals for the corporation.
- Led creation of annual strategic plan in collaboration with business units and executive staff.

2002 – Simplex Solutions, Inc.

- Vice President Corporate Marketing

- Member of executive staff reporting to CEO.
- Led marketing communications, investor communications, strategy and market analysis.
- Created business plan for disruptive X Technology software, since adopted by Cadence.
- Participated in technical due diligence for sale of the company.

1996–2001 – MarketSpeed, Inc. Los Gatos, CA

- Founder and President

- Created marketing and business strategy consultancy focusing on innovative approaches to branding, market research, product launch and customer education.
- Managed complete project delivery process from pre-sales to completion with over 20 clients, with >95% record of repeat business.

Major clients included:

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| ● Netscape | Internet infrastructure marketing strategy |
| ● Oridus | E-business corporate and product marketing |
| ● Sun Microsystems | Enterprise services marketing & business strategy |
| ● Texas Instruments | Market and business opportunity evaluation |
| ● Ford Motor Company | Product line brand strategy and positioning |
| ● Chevron | Product and service brand and differentiation |
| ● Herman Miller | Corporate brand, product and channel strategy |
| ● Knoll | Corporate brand development |

Prior to 1996:

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| ● Logical Marketing, Inc. Menlo Park, (US) | Managing Partner |
| ● Cadence Design Systems, Inc. San Jose, (US) | Software Engineering Manager, Marketing Director |
| ● National Semiconductor (US) | CAD software support management |
| ● Fairchild Palo Alto Research (US) | Formal verification research, CAD software integration |
| ● Schlumberger Cambridge Research (UK) | Artificial intelligence research |
| ● Ministry of Works & Development (NZ) | Architectural graduate |

Education

Victoria University of Wellington – New Zealand

- Bachelor of Arts, English Literature and Computer Science.
- Bachelor of Building Science
- Bachelor of Architecture (graduate degree).

Personal interests include writing, architecture & design, music, sailing, photography and Internet / Web 2.0.