

Amy Rasdal

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Summary

Senior Manager experienced in Operations, Product Development, Corporate Development and Marketing. Expertise in the Internet software and medical device industries. Proven ability to solve complex problems, manage crises and enable people to accomplish difficult tasks. Leads by example in the belief that people do their best when truly given the chance to do so. Particularly skilled in putting together the right product development process and leading its implementation.

Experience

2001 -

Rasdal Associates, San Diego, California

Managing Partner

High impact consulting through extensive industry experience and a hands-on, results oriented approach. Services include project management, web site/web application planning and deployment, simple marketing programs, special projects, product development program management, project turnarounds and product specification definition for the Internet software and medical device industries. Special focus on process design and implementation.

1999 - 2001

Epic Cycle Interactive, San Diego, California

Vice President, Operations; Acting Vice President, Engineering

Led full range of operational activities including engineering, creative, project management, client services, recruiting and human resources. Designed and implemented the INCite Development Program. INCite delivers rapid implementation of custom eBusiness solutions through the deployment of standard modules and processes. Strong focus on quality, efficiency, scalability and profitability.

1998 - 1999

Tandem Medical, Inc., San Diego, California

Director of Marketing

Third employee of venture funded, start up medical device company. Planned and executed all market research required to define product specifications. Designed detailed study to prove cost effectiveness of Tandem product. Developed relationships with key customers to prepare for success at market introduction. Implemented all phone and information systems.

1997 - 1998

Pyxis Corporation, San Diego, California

Program Manager, Marketing and Product Development

Assembled and managed group responsible for driving new products through the functional organization. These individuals serve as product development team leaders with particular emphasis on implementation efficiencies. Responsible for formulating and implementing a product development process which significantly improved the quality and on-time release of new products.

1992 - 1997

Alaris Medical Systems, San Diego, California

Program Manager, Research and Development

Served as program manager for a variety of development projects in infusion pumps, vitals signs and disposables. Managed group of direct reports as well as many cross-functional team members. Responsible for releasing and shipping several new products on or ahead of schedule.

Alternate Site Infusion Product Manager

Provided marketing, business direction and leadership for all assigned products to ensure that strategies were implemented and controlled to attain sales and profit goals. Served as both marketing product manager and technical team leader for the manufacture of IVAC's first alternate site infusion device.

Project Manager

Led product development team consisting of members from three different companies. Executed all market research to define product specifications. Recruited eight member advisory board of key thought leaders in alternate site infusion.

Associate, Corporate Development

Coordinated review and financial analysis of new technologies to identify potential alliances, acquisitions and joint ventures. Participated in acquisition of Siemens Infusion Systems.

Summer 1991

Advanced Cardiovascular Systems, Inc., Santa Clara, California

Summer Intern, Sales and Professional Relations

Developed an information system to coordinate customer interaction across functional areas. Designed a program to measure and monitor the strategic value of this information to support continuous improvement opportunities.

1987 - 1990

ASK Computer Systems, Inc., Mountain View, California

Software Engineer

Combined engineering expertise, product management, and communication skills to develop ERP systems. Responsibilities included user analysis, architecture, development, testing, documentation and implementation. Interfaced extensively with customers in a variety of manufacturing environments. Reduced bug count on core module with over one hundred fixes in less than six weeks.

Education

1990 - 1992

The Amos Tuck School of Business Administration

Dartmouth College, Hanover, New Hampshire

Master of Business Administration, June 1992

Arnold F. Adams Entrepreneurship Award

1979 - 1986

San Diego State University, San Diego, California

Bachelor of Science, Computer Science

Bachelor of Arts, French

Bachelor of Arts, Music

December 1986, Cum Laude. Upsilon Pi Epsilon: Honor Society for the Computing Sciences. Golden Key National Honor Society. Phi Eta Sigma Freshman Honor Society.

Other

- Certified by The American Production Inventory Control Society (APICS)
- Certificate in Manufacturing Studies, Foothill College
- Ability to speak and write French fluently
- Participant CSU International Programs, Study in France, 1985-1986
- Member, Board of Trustees, Jean Isaacs' San Diego Dance Theater
- Member, Daughters of the American Revolution