

ROBERT P. LAUDATI

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PROFILE

Experienced global product management professional with a proven record in planning and leading new and existing product development strategies. Expertise in market segmentation, business requirements management, product vision, and commercialization processes. Strong ability to communicate with management, vendors, and internal departments in order to coordinate product marketing efforts. Established product "evangelist" with a wide-ranging speaking and publication track record.

EXPERIENCE

- ◆ **General Electric Company** **2000 - Present**
Marketing Program Manager (2003-Present)
Responsible for \$25M portfolio of electric utility asset management software products, including the rollout of next generation offerings. Product management and product marketing duties include business development, business requirements gathering, multi-generation product plans, interfacing with development teams, competitive analyses, commercialization, and consultative sales. Currently managing development and launch of next generation product line, including marketing and sales plans with partners, negotiation of 3rd party IP acquisition, and marketing communications events.
Market Development Manager, Transportation (2002-2003)
Responsible for developing and implementing strategies for extending Smallworld technology to the transportation market. Worked with internal staff, other GE businesses, and partners to architect and promote solutions for the railroad and highway segments.
Sr. Technical Manager (2001-2002)
Responsible for all technical support for geospatial software business development within the Federal Government, including architectural design, technical consulting, and prototype development. Worked closely with Market Development Manager to identify and pursue new business leads.
- ◆ **Smallworld Systems Inc.** **1997 - 2000**
Sr. Software Engineer
Object-oriented software application design and development, data modeling, and system architecture consultation. (*Note: Smallworld was acquired by General Electric in October 2000.*)
- ◆ **Trimble Navigation Ltd.** **1994 - 1997**
GIS Software Engineer
Responsible for GIS services, applications and integration development for vehicle tracking product line.
- ◆ **Union Pacific Resources Company** **1991 - 1994**
Exploration Geophysicist
Responsible for all GIS data administration and applications development for the Exploration Division.
- ◆ **Shell Oil Company** **1988 - 1990**
Exploration Geologist, Shell Offshore Inc. (1990)
Development of computer mapping applications for the Geologic Computer Applications Group.
Geologist, Pecten International Co. (1989)
Development of computer mapping applications for the Geologic Computer Applications Group.

EDUCATION

- ◆ **Daniels College of Business, University of Denver** **March 2008**
Executive MBA candidate
- ◆ **Stanford University** **June 1988**
M.Sc. Applied Geomathematics
- ◆ **Brown University** **May 1985**
B.Sc. Geophysics (honors)

TECHNICAL SKILLS

◆ Application Software

Eight years of development experience with Smallworld technology. Seven years of development experience with ESRI products including Arc/Info and ArcView and three years with MapInfo. Formal training and experience with SQL using Oracle, Sybase, and Ingres, including 3GL programming. Web development software including Microsoft Front Page, Macromedia Flash and Fireworks. Familiarity with various business intelligence tools including Microsoft Data Analyzer and Cognos PowerPlay.

◆ Programming Languages

Formal training and proficiency in object-oriented aspects of C, C++, Magik, Java, Visual Basic, and Perl. Working knowledge of Unix shell programming and scripting languages including Perl, Tcl/Tk, sed, and awk. Web site development with HTML, XML, JavaScript, and Microsoft ASP, including CGI/Perl interfaces.

TRAINING

Product Marketing Training, General Electric Training	February 2005
Finance for Non-Financial Professionals, General Electric Training	November 2003
Basic Selling Skills, General Electric Training	June 2003
Six Sigma Green Belt Certification, General Electric Training	January 2002
Successful Project Management for IT Professionals, TechLink	June 2001

SELECTED PUBLICATIONS

- Laudati, Robert P., 2007, *Utility Design for Reliability: Optimization with Six Sigma Tools*. **Electricity Today**, May 2007, pp. 8-35.
- Laudati, Robert P., 2006, *Web-based "On Demand" Geospatial Applications for Utilities*. **GeoWeb 2006 Conference Proceedings**.
- Laudati, Robert P., 2005, *The Benefits of Integrated Design*. **Geospatial Information & Technology Association (GITA), 28th Annual Conference Proceedings**.
- Laudati, Robert P., et al., 2001, *Progress Report on the National Geologic Map Database, Phase 3 - An Online Database of Map Information*. **Digital Mapping Techniques '01, U.S. Geological Survey Open-File Report 01-223**.
- Laudati, Robert P., 1996, *Geographic Data in Emergency Response Applications*. **62nd APCO International Conference Proceedings, August 13-15**.
- Yarka, P.J., and Laudati, R.P., 1993, *GIS: An Evolving Exploration and Exploitation Technology*. **World Oil**, v. 214(9), p. 45-47.

PATENTS

- Froeberg, Peter L., and Laudati, Robert P., 1998, *Automated vehicle recommendation system*: United States, Trimble Navigation Limited (Sunnyvale, CA), **Patent No. 5812959**.

ORGANIZATIONS

- Member, Geospatial Information & Technology Association (GITA)
Member, Society of Competitive Intelligence Professionals (SCIP)