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## YANG-SUP CHUNG

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San Jose, CA

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### SUMMARY

**ENTREPRENEURIAL WEB DEVELOPER** with combination of product management experience, excellent technical knowledge, strong drive to learn new technologies, outstanding spoken/written communications skill, and international market knowledge through over ten years of extensive professional experience in carrier network, network systems, and network security market. Self-motivated quick learner and strong team player, who is highly adaptable to rapid technology changes.

### RELEVANT EXPERIENCE

VENTURI MEDIA, San Jose, CA

October 2006 – Present

*Founder and Ruby on Rails developer:*

- Maintain personal blog (<http://blog.yangtheman.com>), which mainly features Ruby on Rails tutorials to help other developers.
- Released private alpha version of crowd-sourcing translation Ruby-on-Rails application called (<http://www.bloglation.com>), which lets a user translate any web page and save the translated content for future access.
  - Created wireframes, corresponding controllers, actions and database models, and released alpha version early to receive user feedback as soon as possible and iterate fast.
  - Integrated with Facebook Connect and Clickpass (OpenID) to allow users to bypass registration process and immediately use the service with existing credentials.
  - Incorporated wiki model, which allows any logged-in users to edit or make corrections on existing translations and creates a new version when saved.
  - Rating feature allows readers to rate each translation, which is reflected on ratings of the translator.
  - Future feature includes API and Javascript snippets for bloggers that will query and retrieve existing translations.
- Developed a web application for local community around playgrounds called PlaygroundsRUs (<http://www.playgroundrus.com>) using Ruby on Rails.
  - Generated wireframes, corresponding controllers, actions and database models based on an initial idea.
  - User can provide a location and find playgrounds around the location, indicated by markers on Google Maps.
  - Registered users can add new playgrounds as well as rate/review, add maintenance information, add pictures, add information about suspicious people they saw, and add funny or notable incidents happened around a playground. Registered users can also vote up on suspicious people or incidents, and most voted entry is displayed on top.
  - Integrated the site with Google Maps, Twitter, Clickpass (OpenID), and Facebook Connect and Feed Publishing.
  - Initially had the site hosted on Amazon EC2, but later moved it to Heroku.
  - Utilize Pivotal Tracker for agile development and keeping track of features, chores and bugs, and GitHub for a code repository, version control and collaboration with others.
- Founded a social networking site in 2006, targeting approximately 10 million parents with children under age of five in US. Positioned it as collaborative opinions site for parents by emphasizing relevant reviews/ratings after carefully studying competitive landscape.
  - Created a business plan complete with executive summary and detailed analysis of website features, differentiators, technologies, target market, competition, marketing plan and financial plan including detailed one-year and five-year income/expense/headcount plan. Generated a PowerPoint presentation for pitching to investors.
  - Produced a detailed Product Requirements Document to drive offshore software development.

Danal, Inc., San Jose, CA

November 2008 – April 2009

*Mobile Product Manager - Consulting:*

- Created marketing strategy for BilltoMobile™, a mobile payment service for online purchases.
  - Surveyed prospective customers to discover their pain points and buying behaviors.
  - Identified competitors and their product information, strengths/weaknesses, and sales and marketing strategies.
  - Determined which core metrics are important to follow based on customer's pain points and buying behaviors.
  - Initiated formulating positioning and messaging for the service and the company.
- Formulated blog strategy plan – including frequency of blog postings, list of appropriate topics and authors – to establish thought leadership in mobile payment market. Installed and modified WordPress to meet BilltoMobile's needs and to incorporated social media such as RSS subscription, Facebook product page, Flickr, YouTube, FriendFeed and Twitter.
- Started a wiki site based-on JSPWiki for entire company to freely share information.

GIGAFIN NETWORKS, Cupertino, CA

August 2007 – August 2008

*Product Manager:*

- Managed entire lifecycle of hardware and software products, from inception to launch.

- Regularly met with customers and sales team to gather customer and market feedback.
- Authored marketing and product requirement documents with prioritized feature lists according to the feedback.
- Interfaced with engineering team and tracked progress of software and hardware development schedule.
- Managed product roadmap with a set of features for release dates
- Provided pre- and post-sales technical support to channel partners and customers. Emulated customer environment in a marketing lab, conducted ongoing custom tests for quality assurance, and assisted benchmark tests at customer sites.
- Prepared sales and technical training materials, and conducted the trainings to the sales force including sales engineers and channel partners in US, Korea and Japan.
- Developed anti-DoS market in Korea by discovering customer pain points, understanding customer buying behavior, identifying market potential, formulating market strategy and tactics, evangelizing products and solutions, guiding channel partners, and managing business.
  - Successfully drove positioning and strategic change for Asia region across diverse stakeholders including product team, management team, sales team and channel partner. Developed core and sub-messages for different target segments in Asia.
  - Significant contributor in defining positioning and messages for Network Analysis and Remediation market in the US.
- Launched two new hardware products, FlowLine 500 and FlowLine 500-F, and central management software product for managing multiple devices and generating reports. Created datasheets, authored application/tech notes and whitepapers, and provided marketing copies for the website and brochures.
- Utilized social networking platforms such as YouTube and Facebook in raising company and product awareness.
- Contributing columnist for [Information Security 21c](#), a monthly network security publication in Korea. Utilized articles to become a thought leader and educate the market in Korea.

SAMSUNG ELECTRONICS, Seoul, Korea

September 2004 – October 2006

*Product Marketing and Business Development Manager, Enterprise Network Business Unit:*

- Defined positioning of the new business unit and initial family of enterprise network products – highly modular routers under the name of Ubigate iBG Series – as disruptive, emerging technology addressing secure convergence of data/voice and wired/wireless rather than as sustaining technology.
  - Placed heavy emphasis on mobility in order to leverage Samsung’s leadership position in mobility market and its full range of digital products. Authored a positioning whitepaper titled “It’s the end of wires as we know it.”
  - Initiated a framework for enterprise network mobility architecture, and collaborated with product managers and senior engineers to enhance the architecture. Initiated cross-functional discussion with Samsung’s mobile WiMAX group to support the architecture.
- Managed integrated marketing communications activities and collateral plan to generate demands and to convey consistent message to the market.
- Significant contributor to formulating initial Go-To-Market (GTM) strategy for the products under specific corporate directives - quick realization of revenue with minimum investment in channel development and support structure. Key member in modifying the initial GTM strategy after feedback from customer and market.
- Generated early leads for potential sales partners in US and Western Europe by initiating contacts at prospective partner companies, and followed up with and drove subsequent meetings.
  - Spearheaded early business development efforts with Avaya that led to Samsung-Avaya strategic alliance.
  - Developed early leads and drove partnership effort for Microsoft NAP (Network Access Protection).
- Built a knowledge base of market and competitive analysis, screened and analyzed industry news, prepared market intelligence reports and used them as tools to manifest sales and capture market share.

## **OTHER EXPERIENCE**

STX Aprilis, Inc., Sunnyvale, CA

April 2009 – Dec 2009

*Senior Manager, Business Development and Marketing - Consulting:*

- Research different markets where hologram technology of STX Aprilis can be applied for near-term revenue generation.
  - Consult with CTO and the development team to identify possible applications of their hologram technology – holographic data storage, holographic solar concentrator, holographic diffuser and color filter for LCD market, etc.
  - Research target customers, competitive landscape, size and trend of markets for the different applications.
  - Determine feasibility of success in different markets based on degree of customers’ problems or pains, existence of differentiators, and addressable market size.
  - Create a marketing strategy plan including recommendation on which market segments to target, penetration strategy, possible positioning and messaging, and which metrics to measure.

TOPSPIN COMMUNICATIONS, Mountain View, CA

May 2003 – August 2004

*Senior SQA Engineer:*

- Performed benchmarking and competitive product evaluation, and tracked bugs discovered during evaluation. Supported marketing activities such as training, trade shows and lab trials.
- Created a comprehensive test plan including conformance, stress and resiliency for Fibre Channel OEM gateway and Sun Solaris SCSI RDMA Protocol driver over InfiniBand.
- Presented the results to Sun Storage Group for approval for integration with Solaris Operating System.

ALLEGRO NETWORKS, San Jose, CA

January 2001 – March 2003

*Senior SQA Engineer:*

- Created test plans and performed tests for IS-IS, MSDP, PIM-SM and SAP/SDR protocols, and fabric failover.
- Developed Tcl functions to simulate large, highly connected network to generate many IS-IS LSPs with reachable routes in order to test scalability and performance of IS-IS protocol.
- Created training materials and provided hands-on training to engineers from NetOne System, a Japanese NI/SI.

CASPIAN NETWORKS, San Jose, CA

January 2000 – January 2001

*SQA Engineer:*

- Developed system test plans and procedures for verifying system features and measuring performance.
- Single-handedly created a testing system to track test cases, organize them by categories and store results when executed, using PERL web front interface and MySQL back-end.

UUNET TECHNOLOGIES, INC., Fairfax, VA

September 1998 – January 2000

*Network Engineer:*

- Oversaw a team of engineers in IP Systems Qualification group, which was responsible for testing and qualifying routers and interfaces including beta products for use in UUNET's backbone.
- Planned and performed tests against specific functionality, interoperability and performance requirements.
- Provided presentations of the test results to managers and offered recommendations in technical reports.
- Conducted beta, release and field tests on M40, Juniper's first core router. Collaborated operations team to plan network deployment and performed the launch during maintenance window.

AT&T SOLUTIONS, Chantilly, VA

June 1997 – September 1998

*Network Consulting Engineer:*

- Designed wide area (WAN) and local area networks (LAN) for global 2000 companies, and actively interacted with a client during the entire project lifecycle.

## PROFESSIONAL SKILLS

PROGRAMMING:

Ruby on Rails, Tcl, Expect, MySQL, various Linux tools

INDUSTRY KNOWLEDGE:

Fixed/Mobile Convergence (FMC), Mobile WiMAX, Wi-Fi (802.11x), Network Security (DoS/DDoS, Firewall, VPN, IPS/IDS, Gateway Anti-Virus, Anti-Spam, WAF, end-point security, NAP, NAC), IP Telephony (SIP, H.323, ALG, IP PBX, IP Phone), Unified Communications

NETWORK PROTOCOLS:

BGPv4, ISIS, OSPF, PIM-SM, MSDP, SAP/SDR, Ethernet, ATM, Frame Relay

NETWORK PLATFORMS:

Cisco Router (2511, 3640, 4500, 7000, 7206, 7513, 12008), Juniper Router M40, Ascend Router GRF-400, Fore Switch (ASX-200BX, ASX-1000, ASX-4000), ADC Kentrox IDSU, Packet Engine PR-5200

## EDUCATION

UNIVERSITY OF PENNSYLVANIA, School of Engineering and Applied Science, Philadelphia, PA

Bachelor of Science in Engineering, Electrical Engineering

May 1997

Concentration in Telecommunications and Computer Engineering

## PERSONAL

US citizen. Staff at Hacker Dojo (<http://www.hackerdojo.com/>). Enjoy reading startup, management and marketing strategy books including Founders at Work, The Monk and the Riddle, Geoffrey Moore's Crossing the Chasm and Inside the Tornado, and Clayton Christensen's Innovator's Dilemma and Innovator's Solution. Current member of management team in Bay Area K Group, a professional organization. Former CTO at Korean American Society of Entrepreneurs (<http://www.kase.org>) in San Jose, CA. Fluent in both spoken and written Korean. Enjoy playing ultimate Frisbee, tennis, basketball, golf and other outdoor sports.