

David Alden James

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Experience

RPX Corporation

2012 – 2017 **Senior Director, Client Relations**
San Francisco, CA **Networking Sector**

- Responsible for all client facing interactions regarding intellectual property risk management in RPX's largest sector
- Established and communicated value drivers with members that lead to greater than 90% renewal
- Discussed future new services and potential participation in pilot programs
- Provided data on all patent acquisition opportunities and engaged client feedback on how they viewed their risk profile relative to those opportunities
- Collected intelligence from clients on what actions they were taking to manage their patent risks and costs
- Shared general patent market intelligence and information

NETGEAR, Inc.

2001 – 2012 **Director, Product Management and Product Marketing**
San Jose, CA **Service Provider Business Unit**

- P&L responsibility for an international business unit with over \$400 million in sales from customers such as Comcast, AT&T, British Telecom, Virgin Media, Sky Broadcasting, Telstra, and Optus
- Hired, mentored and managed a global team of experienced, high performance product line managers and product marketing managers
- Coordinated cross functional team to deliver on high volume, long term contract commitments including engineering, sales, operations, finance, quality and customer support
- Responsible for Merger & Acquisition integration within business unit
- Managed complex international supply chain with components sourced globally, manufacturing in China and distribution worldwide

2004 – 2006 **Director, Product Management and Marketing**
Santa Clara, CA **Broadband Services**

- Substantially increased business unit revenue by expanding product portfolio, geographic footprint and channel penetration

2001 – 2004 **Product Line Manager**
Santa Clara, CA **Residential Gateways**

- Launched broadband gateways into the consumer networking business. Managed all aspects of the consumer gateway business including roadmaps and product development, global channel strategy, pricing and forecasting
- Increased annual segment revenue, in less than three years, from zero to \$70mm

Montgomery Securities/Banc of America Securities

1998 – 1999 **Vice President**
Hong Kong **Asian Asset Securitization**

- Opened Hong Kong securitization office to offer services to Asian and multinational clients
- Designed and implemented sophisticated financial transactions to take advantage of sovereign/corporate credit rating arbitrage during the Asian financial crisis and ensuing currency controls
- Origination and execution responsibility for China, Malaysia, Thailand, Singapore, AU/NZ and Philippines

Bank of America

1995 – 1998 **Vice President**
San Francisco, CA **BankAmerica Mortgage Securities, Inc.**

- Established new subsidiary to manage Bank's fixed rate mortgages
- Created industry leading risk based pricing model for retail mortgages which significantly increased BofA's mortgage market share while decreasing credit losses

Education

Fulbright Scholar at London Business School

1999 – 2001

MBA with Distinction

- International and Brand Marketing
- Cross Border and Domestic Financial Transactions
- Operations and Supply Chain Management

University of California

1992 – 1995

Juris Doctor

Davis, California

- Cross Border Financial Transactions and Taxation
- Securities Regulation
- Mergers and Acquisitions

Stanford University

1989 – 1992

Bachelors, Economics

- International Economics
- Mechanical Engineering and Computer Science
- Honor Athlete and Scholar Athlete

Personal

Member of the California Bar Association

Member of San Francisco Yacht Club, St. Francis Yacht Club and Royal Hong Kong Yacht Club

Enjoy sailing, cooking and piano

Conversant French and Danish