

# Joe Wytanis

TechCXO Partner - Interim & Fractional CEO | COO | CPO



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## RELEVANT EXPERIENCE

Joe Wytanis serves clients as an interim and fractional CEO, Chief Operations Officer and Chief Product Officer from TechCXO's Atlanta office.

Joe is experienced in all functional areas of an organization with focus on product/service development, sales/business development, operations and internationally-sourced manufacturing. His focus is on helping high technology domestic and international companies, whether start-up or mature to rapidly grow business.

Among his accomplishments, Joe served as:

**Chief Executive Officer & President of Zoom Telephonics, Inc.** Joe provided visionary leadership for the \$40M publicly traded high technology company bringing Motorola™ branded products to end consumers through e/retail and service provider channels worldwide.

**Founder & Principal of High-Tech Associates, LLC,** a consulting firm that provided services to Global Fortune 2000 companies. Clients included Flextronics ("Flex"), Infosys, and NCR. Joe was hired to drive IoT, Connected Living/Life, Smart Home, Direct-To-Operator, and Consumer Electronic Product Development business and strategy.

**EVP & COO, SMC Networks.** Joe was responsible for all company operations and spearheaded the introduction of 15+ new products in less than one year.

**Founder, VP & GM for Scientific-Atlanta/Cisco Service Provider Video Technology Group ("SPVTG's").** The Cable Home Networking Business Unit that achieved #1 worldwide market ship share position under his leadership.

Joe has also held various senior level marketing, new business development, and strategic planning positions with companies such as the Associated Press, Northern Telecom, NCR/AT&T, BellSouth and Panasonic.

## EDUCATION

**University of Georgia, Terry College of Business,** Executive MBA

**Rowan University,** BS in Business Administration - Marketing

## PERSONAL STATEMENT

I take exciting product and service ideas and turn them into runaway successful launches and companies.

As a CEO senior operations, product and marketing executive for \$10M to \$275M companies, I have led the development and launch of more than 200+ consumer electronic products to the worldwide market and achieved number one worldwide market ship share position. As an expert in international outsourced ODM/OEM/CM business approaches and operational best practices, I significantly reduce product/service costs and operating expenses, while increasing quality, production, and overall market share.

## PRACTICE FOCUS

### FINANCE

- Debt & Equity Financing
- M&A, Divestiture, Joint Ventures
- Turnarounds & Restructurings
- Board of Directors
- Financial Modeling / Strategic Business Plans
- Options, Compensation Plans
- Valuation

### OPERATIONS

- Benchmarking
- Services Optimization
- International Expansion
- Process Improvement
- Business Performance & Cash Flow
- Partner/Vendor Management
- Contracts
- Organizational Structure

### STRATEGY, MARKETING & PRODUCTS

- Business Planning
- Distribution & Channel Strategy
- Market Analysis & Pricing Strategy
- Product Portfolio Mix
- Marketing, Sales & Forecast Analytics
- Lead Generation
- Product Strategy & Execution
- Product Development & Delivery
- Product & Service Positioning

## SECTOR EXPERIENCE

### COMMUNICATIONS & NETWORKING

- Cable Service Providers
- Connectivity Products
- Fiberoptic Equipment
- Internet Service Providers
- Telecom & Wireless Service Providers

### CONSUMER & RETAIL (B2C)

- Consumer Electronics
- Internet & Specialty Retail

### IT HARDWARE & SEMICONDUCTORS

- Computers, Parts & Peripherals
- Electronic Components
- Electronic Equipment & Instruments
- Office Electronics
- Electronic Storage Devices
- Application Specific & General Purpose Semiconductors

### IT SERVICES & SOFTWARE

- IT Consulting & Outsourcing
- Application Software
- Big Data
- Internet Software