

# David H. Bernstein

Wayland, Massachusetts

[dave.bernstein@comcast.net](mailto:dave.bernstein@comcast.net)

508.358.6165

## SUMMARY

---

Hands-on senior software executive with demonstrated ability to develop and execute strategic and tactical plans, assemble and lead high-performance teams, and release products that generate value for customers.

## PROFESSIONAL EXPERIENCE

---

### **Bernstein LLC: Consulting in Modern Software Engineering (5/2005 – present)**

- Acquia (web content management)
- Black Duck Software (software intellectual property management)
- Concord Consortium (educational software)
- Designet (videoconferencing management)
- EMC (information management products)
- Oracle (business intelligence, enterprise performance management)
- Systinet (life cycle management for service-oriented architectures)

### **IBM Corporation: Executive (2/2003 – 12/2003)**

- Developed, assembled, and launched the Eclipse Foundation

### **Rational Software Corporation**

#### **Senior Vice President and General Manager, Products (2000-2003)**

- Responsible for all Product Development and Product Management
- Responsible for all Product Marketing and Corporate Marketing
- Integrated the acquisitions of Catapult, Attol, and Neuvis
- \$615M annual revenue, \$140M annual expense budget
- 1200 people, 10 development sites worldwide

#### **Senior Vice President and General Manager, East Coast Products (1997-2000)**

- Integrated the acquisitions of Atria, SQA, and Performance Awareness
- Established Rational ClearCase as the industry's dominant software configuration management tool (\$150M annual revenue)
- Delivered Rational ClearQuest, a leading software change management tool (\$50M annual revenue)
- Created Rational University, Rational's training development function (\$20M annual revenue)
- Delivered the Rational Unified Process, a leading software development process
- Delivered the Rational Suites, an interoperating array of software tools that provide automation across the software lifecycle (\$75M annual revenue channel)

# David H. Bernstein

Wayland, Massachusetts

[dave.bernstein@comcast.net](mailto:dave.bernstein@comcast.net)

508.358.6165

## **Rational Software Corporation**

### **Vice President and General Manager, Visual Modeling Products (1994-1997)**

- Created and led the business unit responsible for Rational Rose and associated products, including the Unified Modeling Language
- Established Rose as the industry's dominant software modeling tool (\$150M annual revenue)
- Integrated the acquisitions of Objectory, Palladio, and Requisite

### **Vice President and General Manager, Ada Products (1990-1994)**

- Created and led the business unit responsible for Rational Apex (second generation Ada programming environment) and associated products
- Planned and executed the transition to a software-only product line
- Attained sustainable corporate profitability

### **Vice President, Development (1982-1990)**

- Recruited and led the team that developed the Rational Environment (an advanced Ada development environment) and the Rational R1000 processor
- Designed and implemented the R1000 I/O subsystem

## **Microcom: Vice President, Development (1981)**

- Designed an intelligent modem optimized for email

## **Data General Corporation (1972-1981)**

### **Director, Processor Development**

- Responsible for all 16-bit and 32-bit computer systems development
- Responsible for all microprocessor software development

### **Director, Microproducts**

- Created and led the unit responsible for microprocessor operating systems and compilers, processors, microprocessors and computer systems
- Designed the MicroEclipse 16-bit microprocessor architecture
- Designed and implemented the MP200 microprocessor system

### **Engineering Manager**

- Led the EGO CPU development team (32-bit scalable architecture)
- Led the FHP CPU development team (64-bit object-oriented multiprocessor)

# David H. Bernstein

Wayland, Massachusetts

[dave.bernstein@comcast.net](mailto:dave.bernstein@comcast.net)

508.358.6165

## Data General Corporation

### Engineer (multiple levels)

- Developed the FHP multiprocessor's snooping cache architecture
- Designed and implemented the Nova 3 minicomputer system
- Designed and implemented the Nova 2 minicomputer CPU
- Designed and implemented a multiprocessor data communication product line

## Data Professionals: Programmer (1970-1972)

- Developed and deployed a payroll application
- Developed and deployed an accounts payable, accounts receivable, and general ledger system

## PATENTS

---

24 in the domain of CPU architecture and design

## EDUCATION

---

BSEE Computer Science, Massachusetts Institute of Technology, 1973

## RELATED SKILLS

---

Substantial experience in writing and public speaking