

## Amy Rasdal

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### Summary

Senior Manager experienced in Operations, Product Development, Corporate Development and Marketing. Expertise in the Internet software and medical device industries. Proven ability to solve complex problems, manage crises and enable people to accomplish difficult tasks. Leads by example in the belief that people do their best when truly given the chance to do so. Particularly skilled in putting together the right product development process and leading its implementation.

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### Experience

- 2001 - **Billable at the Beach<sup>®</sup>**, San Diego, California  
**Founder**  
Billable at the Beach<sup>®</sup> is a hands-on, practical approach to independent consulting which gives people a jump start in independent consulting.
- 2001 - **Rasdal Associates**, San Diego, California  
**Managing Partner**  
High impact consulting through extensive industry experience and a hands-on, results oriented approach. Services include project management, web site/web application planning and deployment, simple marketing programs, special projects, product development program management, project turnarounds and product specification definition for the Internet software and medical device industries. Special focus on process design and implementation.
- 1999 - 2001 **Epic Cycle Interactive**, San Diego, California  
**Vice President, Operations; Acting Vice President, Engineering**  
Led full range of operational activities including engineering, creative, project management, client services, recruiting and human resources. Designed and implemented the INcite Development Program. INcite delivers rapid implementation of custom eBusiness solutions through the deployment of standard modules and processes. Strong focus on quality, efficiency, scalability and profitability.
- 1998 - 1999 **Tandem Medical, Inc.**, San Diego, California  
**Director of Marketing**  
Third employee of venture funded, start up medical device company. Planned and executed all market research required to define product specifications. Designed detailed study to prove cost effectiveness of Tandem product. Developed relationships with key customers to prepare for success at market introduction. Implemented all phone and information systems.
- 1997 - 1998 **Pyxis Corporation**, San Diego, California  
**Program Manager, Marketing and Product Development**  
Assembled and managed group responsible for driving new products through the functional organization. These individuals serve as product development team leaders with particular emphasis on implementation efficiencies. Responsible for formulating and implementing a product development process which significantly improved the quality and on-time release of new products.
- 1992 - 1997 **Alaris Medical Systems**, San Diego, California  
**Program Manager, Research and Development**  
Served as program manager for a variety of development projects in infusion pumps, vitals signs and disposables. Managed group of direct reports as well as many cross-functional team members. Responsible for releasing and shipping several new products on or ahead of schedule.

***Alternate Site Infusion Product Manager***

Provided marketing, business direction and leadership for all assigned products to ensure that strategies were implemented and controlled to attain sales and profit goals. Served as both marketing product manager and technical team leader for the manufacture of IVAC's first alternate site infusion device.

***Project Manager***

Led product development team consisting of members from three different companies. Executed all market research to define product specifications. Recruited eight member advisory board of key thought leaders in alternate site infusion.

***Associate, Corporate Development***

Coordinated review and financial analysis of new technologies to identify potential alliances, acquisitions and joint ventures. Participated in acquisition of Siemens Infusion Systems.

Summer 1991

**Advanced Cardiovascular Systems, Inc.,** Santa Clara, California

***Summer Intern, Sales and Professional Relations***

Developed an information system to coordinate customer interaction across functional areas. Designed a program to measure and monitor the strategic value of this information to support continuous improvement opportunities.

1987 - 1990

**ASK Computer Systems, Inc.,** Mountain View, California

***Software Engineer***

Combined engineering expertise, product management, and communication skills to develop ERP systems. Responsibilities included user analysis, architecture, development, testing, documentation and implementation. Interfaced extensively with customers in a variety of manufacturing environments. Reduced bug count on core module with over one hundred fixes in less than six weeks.

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**Education**

1990 - 1992

**The Amos Tuck School of Business Administration**

Dartmouth College, Hanover, New Hampshire

*Master of Business Administration*, June 1992

Arnold F. Adams Entrepreneurship Award

1979 - 1986

**San Diego State University,** San Diego, California

*Bachelor of Science, Computer Science*

*Bachelor of Arts, French*

*Bachelor of Arts, Music*

December 1986, Cum Laude. Upsilon Pi Epsilon: Honor Society for the Computing Sciences. Golden Key National Honor Society. Phi Eta Sigma Freshman Honor Society.

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**Other**

- Certified by The American Production Inventory Control Society (APICS)
- Certificate in Manufacturing Studies, Foothill College
- Ability to speak and write French fluently
- Participant CSU International Programs, Study in France, 1985-1986
- Member, Board of Trustees, Jean Isaacs' San Diego Dance Theater
- Member, Daughters of the American Revolution