

ROBERT BADEN

Curriculum Vitae
Fall 2010

Engineering 2, 493
Santa Cruz, CA 95064

Email: rbaden@ucsc.edu
Citizenship: USA

Education:

- **Ph.D. program in Economics, University of California, Santa Cruz. Degree expected: 2011**
- **Master of Arts in International Economics, University of California, Santa Cruz, 2008**
- **University of California Extension, Santa Cruz, Certificate in VLSI Design Engineering, 1997**
- **Harvard University, Advanced Management Program, Financial Management, 1974**
- **Harvard University, Advanced Management Program, Business Management, 1972**
- **New York University, Master of Science in Operations Research, 1968**
- **Case Institute of Technology, Bachelor of Science in Mathematics, 1964**

Teaching Experience:

- **University of California, Santa Cruz**, Teaching Fellow
Intermediate Microeconomics, ECON-100A (Fall 2010)
- **University of California, Santa Cruz**, Graduate Student Instructor
Business Strategy, ECON-136 (Summer 2010)
- **University of California, Santa Cruz**, Teaching Assistant
Economic History of the United States, ECON-125 (Spring 2010)
Introduction to Calculus of Several Variables, MATH-22 (Fall 2009)
Economic History of the United States, ECON-125 (Fall 2008)
Introduction to Econometrics, ECON-113 (Spring 2008)
Intermediate Microeconomics, ECON-100A (Fall 2007)
- **University of Phoenix**, Adjunct Faculty, Northern California Campus, San Jose, CA
MBA Information Management in Business, CIS/570 (1998 – 2006)
Computers and Information Processing, CIS/319 (2001 – 2005)
College Algebra I, MTH/208 (2004 – 2005)
College Algebra II, MTH/209 (2004 – 2005)
MSCIS Operating Systems, POS/568 (1999-2004)
Introduction to Operating Systems, POS/355 (2002-2004)
MSCIS Database Concepts I, CIS/558 (1998-2003)
MSCIS Database Concepts II, CIS/559 (1998-2003)
Database Concepts, CIS/417 (2000-2003)
MSCIS Information Technology Application Project, CSS/586 (2002)
Computer Architecture, CSS/420 (1997 – 2001)
Database Concepts, CIS/416 (1997-2001)
Business Systems Development, BSA/400 (2001)
- **Iona College**, Instructor, New Rochelle, NY
Introduction to FORTRAN Programming (1965-1968)

Awards:

- **University of California, Santa Cruz, Economics Department (Fall 2007)**
Teaching Assistant Award for Excellence in Teaching
- **University of California, Santa Cruz, Graduate Student Instructor Award Funding, Summer 2010**
- **University of California, Santa Cruz, Fee Offset Grant for Spring 2010**
- **University of California, Santa Cruz, Teaching Assistant Award funding for Spring 2010**
- **University of California, Santa Cruz, Fee Offset Grant for Winter 2010**
- **University of California, Santa Cruz, Fee Offset Grant for Fall 2009**
- **University of California, Santa Cruz, Teaching Assistant Award funding for Fall 2009**
- **University of California, Santa Cruz, Fee Offset Grant for Spring 2009**
- **University of California, Santa Cruz, Teaching Assistant Award funding for Fall 2008**
- **University of California, Santa Cruz, Teaching Assistant Award funding for Spring 2008**
- **University of California, Santa Cruz, Teaching Assistant Award funding for Fall 2007**

Publications:

- *Integrated System Design*, July 1998, “Windows NT: Adding to the EDA Arsenal”, pages 62-64, <http://www.eetimes.com/editorial/1998/specialsection9807.html> (sidebar about 1/3 into the article)

Seminars and Conference Activity:

- **Discussant, Ph.D. Conference, Santa Cruz Center for International Economics (SCCIE), Santa Cruz, CA, 2009**
- **Attendee, Annual International Economics conferences, Santa Cruz Center for International Economics (SCCIE) Conferences, Santa Cruz, CA, 2006-2010**

Related Work Experience:

- **Business, Marketing and Sales Services, Los Gatos, CA (2004 - present)**
Independent Consultant - Provide strategic planning for four companies, including software trade secret expert witness, creation of an agriculture business plan, pricing studies in a climate of rising costs, staff planning, and strategic alliance negotiation coaching.
- **Heuristics Physics Laboratories, Inc., San Jose, CA (2002 – 2003)**
Vice President, Global Sales - Led worldwide sales team. Negotiated distribution agreements in China, Europe, Japan, Singapore and Taiwan.
Business Development Manager, Design for Manufacturability Division - Developed technical and marketing materials to present and financially justify software tools.
- **Synopsys, Inc., Mountain View, CA (2000 – 2001)**
Director, Strategic Business Development - Coordinated strategic relationships at VP levels with the largest worldwide customers, including Texas Instruments and STMicroelectronics.
- **Datamain, Inc., Milpitas, CA (1999 – 2000)**
Vice President, Advanced Markets - Drove delivery of e-Commerce web site development tool kit. Established multi-million dollar customer relationship by directing cross-company efforts.
- **Synopsys, Inc., Mountain View, CA (1995 – 1999)**
Program Director, Partnership Management - Managed strategic technology relationships with the largest worldwide customers.
Manager, New Market Development - Conceived and closed the largest single customer order in the history of the company to that point. Published Whitepapers from each of the eight interoperability partners.
- **Pipkins, Inc., San Francisco, CA (1993 – 1994)**
General Manager, Western Region - Managed sales operations in the 14 Western states.
Manager, National Accounts - Established telephone call center workforce management product line in the Southwest.
- **Xerox Corporation, Palo Alto, CA (1990 – 1993)**
Manager, Channel Development (XSoft) - Established Value Added Reseller Channel for XSoft Client/Server Office Automation products.
Manager, New Business Development (Systems Software Unit) - Negotiated third party marketing and development alliances with the industry’s leading Personal Computer software companies.
Manager, Strategy & Planning, Network Services (Systems Software Unit) - Directed creation of the strategic Printing Systems Architecture and managed its adoption by Xerox in the open client-server world.
- **International Business Machines Corporation (1964 – 1990)**
Served in a variety of management positions, including Software Product & Market Planning, Personal Computer Product Line Planning, and Data Processing Sales Management.

Civic Participation:

- **Triton Museum of Art, Santa Clara, CA**
Vice President of the Board of Trustees (2003 – present)
Board of Directors (1997 – present)
Treasurer (2004 – present)
Director of Marketing (1997 – 2005)