

Jonathan Schaffer

Product Innovator & Entrepreneurial Leader

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Education

UC BERKELEY (2016)
Haas School of Business
Berkeley, CA
Intel Hardware Accelerator Program

CORNELL UNIVERSITY (2010)
Johnson College of Business
Ithaca, NY
Masters of Business Administration
Strategy and Operations

NORTHEASTERN UNIVERSITY (2004)
College of Engineering
Boston, MA
Bachelors of Science
Electrical Engineering

Professional Licenses

Patent Agent
Registration Number: 59,666
Since: November 2006

Patents

9,554,732 & 9,848,803
Modular Physical Activity Monitoring System
January 2017

Competitions

America's Greatest Makers TV Show
Team Aseah (Season 1, 2016)

A product design competition which aired on TBS and was produced by Emmy-award winning producer Mark Burnett in collaboration with Intel where 24 teams of inventors selected from thousands of applicants contended for the title of America's Greatest Maker.

- Won **\$100k** as a top five finalist and inventor of the Delta Gloves
- Secured the distinction of **undefeated fan favorite** (over 1M viewers)

Personal Interests

ASA Certified Skipper
Award Winning Independent Film Actor (Best Actor)

- Successfully led SF office business development efforts, **increasing office revenues an average of 60% year-over-year** for each year of tenure
- Managed award winning project (**9 CES innovation awards**) to define the client's product strategy for the future of the connected home – retained to build out functional prototypes as a part of a larger home kitchen experience prototyping project (*global appliance manufacturer*)
- Led two projects defining the future of premium and value grocery, a key component of client's portfolio diversification strategy resulting in a **\$9.4 billion private equity buyout** (*national food retailer*)
- **Clients included:** AT&T, Avaya, Citibank, FedEx, HTC, Linde, Mozilla, Pepsi, Reckitt Benckiser, Safeway, Samsung, United Technologies & Whirlpool

AMERICAN AIRLINES, Fort Worth TX

Sr Strategy Analyst, Cargo Revenue Management (Feb 2011 – Jul 2012)

Worked with sales, operations and finance within the cargo division of American Airlines to manage revenue growth. Managed Western US and Asia capacity, worth over **\$320M in annual revenues** and the domestic mail contract with the US Postal Service worth over **\$43M annually**.

- Headed the effort to create and promote the first internal competitive cargo unit revenue metric, which led to the identification of **revenue opportunities worth over \$100M**

US PATENT AND TRADEMARK OFFICE, Alexandria VA

Patent Examiner (Jun 2005 – Jun 2008)

Examined patent applications from a technical standpoint, to arrive at a final determination of patentability. Developed an expert level of knowledge in both patent law and the technical art of image processing, which included but was not limited to **biometrics, machine learning, and image recognition**.

- Spearheaded development and implementation of first intranet patent examiner collaboration tool, resulting in an estimated **10% average reduction in examination time** - Recognized and awarded by Director

US ARMY, Fort Richardson AK

Telecommunications Engineer (July 2004 - June 2005)

Provided engineering solutions for relocation, upgrades, modifications, and new acquisitions of telecom infrastructure. Performed site surveys to gather user requirements, develop cost estimates, and prepare system design plans, and drawings for upgrades to existing telecom systems.

- Led the telecom design and implementation effort for the Command Operations Center, **completing it early and over \$100K under budget**

NASA/AMES, Moffett Field CA

Electrical Engineering Intern (Mar 2001 - Apr 2002)

Engineered the mechanical and electrical components for scientific instruments used in the processing of data obtained from astronomical infrared detector arrays and developed the firmware to run these systems.