

## Stanislav Kelman

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### EDUCATION

- 2005-2007 **COLUMBIA BUSINESS SCHOOL** New York, NY  
**MBA**, Management and Marketing, Beta Gamma Sigma Honors (Top 20%)
- Dean's List, Robert N. Fried Scholarship, GMAT: 720 (97<sup>th</sup> percentile)
  - Member: Technology Business Group, General Management Association, Marketing Association, Entrepreneurs Organization, West Coast Society
- 1996-1998 **UNIVERSITY OF ILLINOIS** Urbana-Champaign, IL  
**MS**, Mechanical and Industrial Engineering, Distinguished Teaching Assistant
- 1992-1996 **CHRISTIAN BROTHERS UNIVERSITY** Memphis, TN  
**BS**, *Summa Cum Laude*, Mechanical Engineering, GPA: 3.88 (Top 10%)
- Dean's List, Member of Tau Beta Pi and Alpha Chi Honor Societies
  - Served as President of ASPE and Tau Beta Pi student chapters

### EXPERIENCE

- Summer 2006 **INFOSYS TECHNOLOGIES** (*consulting and IT services*) Bangalore, INDIA  
**Internal Marketing Consultant, InStep Global Internship Program**
- Made recommendations on positioning, strategic alliances and sales strategies
  - Conducted competitive intelligence assessment of top outsourcing companies
  - Analyzed market trends and new opportunities in Automotive and Aerospace
  - Designed and distributed a survey of the unit's sales force around the world
  - Chosen to be featured on the company intranet as an *Intern of the Week*
- 2001-2005 **GENERAL DYNAMICS ARMAMENT SYSTEMS** Burlington, VT  
**Senior Systems Engineer, Rockets and Missiles**
- Led a cross-functional team of 5 people in vendor evaluation and selection for a major Navy contract which resulted in a switch to a more reliable supplier
  - Administered modeling software projects to ensure specifications compliance
  - Determined critical setup conditions for ballistic testing of guided rockets
  - Coordinated extensive reliability studies and performed risk analyses
  - Studied real-life scenarios for more effective weapon use in the field
- Senior Mechanical Engineer, Combustion Research Labs** Princeton, NJ
- Initiated and completed a company-wide business development effort to introduce cutting edge technologies into existing product lines
  - Validated and executed complex gun ballistics and rocket motor simulations
  - Developed GUI driven applications for effective visual data representation
- 1999-2001 **SLANT/FIN CORPORATION** (*heating products manufacturer*) Greenvale, NY  
**Research and Design Engineer**
- Managed projects involving computer aided analyses and system integration
  - Established and successfully implemented new computer security guidelines
  - Coordinated joint research with universities including SUNY Stony Brook
- 1997-1999 **BESHOP.COM, INC.** (*specialized computer systems integrator*) Palatine, IL  
**President and Co-founder**
- Conceived an innovative idea and wrote a comprehensive business plan
  - Negotiated and signed favorable bundling deals with software makers
  - Performed financial analysis, market research and client interaction

### ADDITIONAL INFORMATION

- Proficient with Windows, MacOS, Linux, PC architecture and networking
- Background in C, Fortran, SQL, DHTML, CSS, JavaScript, Perl and CGI
- Consulted for HB Acting Studio. Mentored disadvantaged job seekers
- Fluent in Russian. Avid traveler, visited 43 states and 18 countries

## *Stanislav Kelman*

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### **OBJECTIVE**

**To secure a fast track Product Management/Marketing position with a leading Hi-Tech firm in the Bay Area.**

### **QUALIFICATIONS SUMMARY**

A successful technology professional with over 6 years of experience in Project Management, Marketing, Business Development and R&D with both Fortune 500 companies and startups. Top-tier education including an MBA with Honors from Columbia Business School (2007) and an MS in Engineering from the University of Illinois (1999).

### **SKILLS PROFILE**

#### **Leadership and Managerial**

Strategic Business Planning  
Hi-Tech Project Leadership  
Cross-Functional Teamwork  
Relationship Management  
Proactive Conflict Resolution  
Training and Coaching  
Scheduling and Costing  
Financial Risk Management  
Optimal Resource Allocation  
Product/Process Outsourcing  
Values-Based Leadership

#### **Marketing and Sales**

Technology Product Lifecycle  
New Product Development  
SWOT and PEST Analysis  
Competitive Analysis  
Survey Design/Data Collection  
Segmentation and Targeting  
Global Product Positioning  
Customer Acquisition/Retention  
Corporate Branding Initiatives  
Adaptive Pricing Strategies  
Customer Lifetime Value

#### **Analytical and Technical**

Structured Problem Solving  
ROI and ROC Analysis  
Cash Flow Modeling (DCF)  
Game Theory in Business  
Regression/Conjoint Analysis  
Computer Programming  
Web Design and Development  
Relational Databases/SQL  
Hardware System Integration  
Wired/Wireless Networking  
MS Word/Excel/PowerPoint

Advanced Technical Writing

#### **Communication**

Dynamic Presentation Skills

Cross-Cultural Sensitivity

### **RELEVANT MBA COURSEWORK**

#### **Management**

High Performance Leadership (Honors)  
Managerial Negotiations (Honors)  
Managerial Economics (Honors)  
Managerial Accounting (Honors)  
Creating Effective Organizations (High Pass)

#### **Marketing**

High Technology Marketing (Honors)  
Marketing Strategy (Honors)  
Managing Marketing Programs (Honors)  
Consumer Behavior (Honors)  
Behavioral Decision Making (High Pass)

#### **Decision, Risk and Operations**

Operations Management (Honors)  
Managerial Statistics (Honors)  
Decision Models (Honors)

#### **Entrepreneurship**

Launching New Ventures (Honors)  
Introduction to Venturing (Honors)  
Entrepreneurial Finance (Honors)

### **REFERENCES**

|  |                |                        |
|--|----------------|------------------------|
| Michael Feiner, Columbia Business School   | (xxx) xxx-xxxx | available@upon.request |
| Morris Holbrook, Columbia Business School  | (xxx) xxx-xxxx | available@upon.request |
| Oded Koenigsberg, Columbia Business School | (xxx) xxx-xxxx | available@upon.request |
| David Hickman, Infosys Technologies        | (xxx) xxx-xxxx | available@upon.request |
| Richard Champney, General Dynamics         | (xxx) xxx-xxxx | available@upon.request |