Srini Srinivasan

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Summary

Srini Srinivasan has over 35 years of experience in developing and managing early stage technologies, start-ups, and advanced engineering projects in a wide variety of roles: product management, engineering, customer development and support, marketing, sales, finance and general management. He has extensive experience in automotive and aerospace markets: ranging from advanced electronics, complete embedded software stack, data analytics, advanced materials, networks, control systems, consumer usability as well as safety, security and certification issues.

While leading nHansa on safety and performance in autonomous transportation systems, he is also serving as an adviser for various bay area start-ups. Previously, he was the founder of EASI, which provided analytics products for wireless networks and embedded real-time systems. He was the founding CEO of TimeSys, a leader in the embedded Linux market with applications in automotive, industrial automation, networking, consumer devices, aerospace and defense. Earlier in his engineering career, for Westinghouse Electric, he co-led an engineering team that delivered a fully automated online tester for the world's first autonomous digital safety system for a nuclear power plant.

Srini holds an MBA in Entrepreneurial Management and Finance from the Wharton School at the University of Pennsylvania, and Masters and Bachelors of Engineering respectively from the University of Houston and the IIT Madras in India.

Experience

CTO

nHansa

Sep 2015 - Present (8 years 2 months)

Designed, developed and transitioned an integrated systems engineering suite for a software intensive, performance- and safety-critical application. Product is currently being used in support of air-worthiness certification for a large avionics system, but generalizes to many other types of analysis and also to other verticals, e.g., automated testing, safety analysis and certification of computing infrastructure used in autonomous automotive and drone systems. Included is a unique approach to the design and certification of predictable systems that need to use modern multi-core processors.

President

Effective Automation Systems Inc.

Aug 2002 - Aug 2015 (13 years 1 month)

Won and executed 3 advanced R&D projects from the US Navy and US Air Force in the area of performance analysis of embedded real-time systems and wireless networks.

Also, as a consultant for Lockheed Martin Advanced Technology Labs in Cherry Hill, NJ:
- in a business and technology development role, led and secured the pursuit for a DARPA funded early stage technology development program in advanced mobile networking and machine learning

- in a technology development role, contributed to the development of various applied software engineering technologies - in the areas of model integration and service-oriented architectures

Co-Founder, CEO

Timesys Corporation

Jul 1996 - Jul 2002 (6 years 1 month)

Co-founded, developed and positioned the company as the leading global provider of embedded, real-time Linux and Java

-- Led overall corporate strategy, formulated and executed the overall business and marketing plan
-- Developed flagship software product, actively sold it initially; participated in industry conferences, standards
-- Built an initial customer base with major automotive, consumer device, industrial control and defense vendors
-- Formulated world-wide product distribution strategy and oversaw its execution
-- Recruited and managed an executive team assembled one of the strongest real-time technology teams world-wide
-- Instrumental in completing three rounds of venture funding
-- Negotiated and completed key distribution agreements, strategic investments
-- Responsible for investor/board relations, finance/budgeting and other day-to-day operational issues

President and Consulting Engineer

EASI

Aug 1992 - Jul 1997 (5 years)

Built and led a team providing engineering solutions to Westinghouse Electric to design, implement, test, and validate an automated tester for a novel, fully autonomous nuclear safety system. Also provided development and support services to Westinghouse and Nuclear Electric of U.K - in support of the certification of Primary Protection System for the safety of the Nuclear Power Plant at Sizewell B.

Education

The Wharton School

MBA, Entrepreneurial Management and Finance

2002 - 2004

University of Houston

MS, Chemical Engineering

Indian Institute of Technology, Madras

B.Tech, Chemical Engineering