Wayfinder Office Hours with EIR David Friedman

David Friedman is graciously offering recurring office hours on the first Monday of every month between 2:00 and 5:00 PM to meet one-on-one with teams or individuals on a topic of your choosing from his areas of expertise. See below for available topics and how to reserve your slot!

About David Friedman
David Friedman is a tech-savvy marketing and operations executive with more than 30 years’ expertise in bringing to market new technology. He plays at the intersection of technology and the customer; his real love is innovation and commercializing technology to meet the needs of customers. A member of the TechCoastAngels of Orange County since 2009, he serves as head of the screening committee.

During his career he has introduced more than $1.5 billion in new products. In his corporate career, he has helped companies build top line revenue growth and EBITDA while mentoring the next generation of business leaders. David has been executive vice president and Chief Marketing Officer for ATX Group (now Sirius Connected Car) which provides telematics and information services to automobile manufacturers and its clients.

Previously, he was Vice President, Marketing and Direct Sales at Connexion by Boeing, and commercialized the first Wi-Fi services available to passengers onboard commercial airplanes. He also held executive positions with US Cellular, Covia Technologies, Ameritech Services and RCA, and has engineering and product development and management experience with the Bell Labs, MCI, and the federal government. Friedman holds an MBA (economics) from George Washington University, a master’s degree in electrical engineering from Columbia University, and a bachelor’s degree in electrical engineering (summa cum laude) from City College of New York. A member of the TechCoastAngels of Orange County since 2009, he serves as head of the screening committee. He has just published his first book called StreetSavvy℠ Business: A way to prevent corporate mediocrity and which is available as a Kindle edition on Amazon and a paperback on www.lulu.com.

Topics
Teams can come by to talk about their product or business, share their business plan, ask for advice on strategy, leadership or product roadmaps or any other topic they want. As part of TCA, they can also ask about the startup ecosystems and how to get their business funded.

- Marketing
- Business strategy
- Leadership
- Product roadmaps
- Ideation and feasibility analysis
- Building partnership ecosystems
- Developing risk management mitigation strategies
- Team building and management.

How to Reserve Your Slot
Office hours are available every first Monday at the Cove between 2:00 PM to 5:00 PM, by appointment only. To request an appointment, send an email to wayfinder@uci.edu with your time preference and topic of interest. Requests should be submitted at least 1 week prior to your requested appointment time.