

# David Norloff

170 Mossey Glen Road / State College, PA 16801

(814) 418-8402 / dcnorloff4@gmail.com

---

**EDUCATION:** **RUTGERS UNIVERSITY, Graduate School of Management**

MBA in Marketing

**THE PENNSYLVANIA STATE UNIVERSITY**

B.S. in Industrial Engineering

**EXPERIENCE:** **The Pennsylvania State University – State College, PA**

4/14 to Present ***Senior Lecturer, College of Communications***

- Serve as a full-time faculty member within the Telecommunications department.
- Teach Telecommunications courses including COMM 483, 484, 498B and serve as a faculty advisor for students as necessary.
- Partner with other faculty members to develop new courses for the Telecommunications curriculum.

1/09 to 4/14 ***Adjunct Instructor – College of Communications***

- Developed COMM 497K (Wireless Communications Industry) for the College of Communications. After 5 semesters, the Faculty Senate approved permanent course status and has incorporated COMM 483 (new course listing) into the Telecommunications curriculum.
- Developed COMM 498B (Wireless Devices and Global Markets) for the College of Communications. This course was introduced in Spring, 2013 and achieved full student enrollment in its first semester.
- Average scores for Student Rating of Teaching Effectiveness (SRTE) for COMM 483 and COMM 498B since course introduction:

SRTE Category	COMM 483	COMM 498B
Quality of the course	6.52 out of 7.00	6.58 out of 7.00
Quality of the instructor	6.73 out of 7.00	6.76 out of 7.00

**Schoolwires – State College, PA**

11/11 to 4/14 ***Senior Product Manager – Mobile Solutions***

- Planned and managed the entire mobile product life cycle from strategic planning to tactical activities including designing, developing, pricing, and launching new mobile products and services.
- Created a multi-year strategy and business plan for Schoolwires' mobile product offering. This strategy encompassed the full suite of products offered by Schoolwires, considered smartphone and tablet form factors, as well as HTML5/iOS/Android application development environments.

**The Pennsylvania State University – State College, PA**

8/07 to 11/11 ***Director, Outreach Product Development (2010 - 2011)***

***Assistant Director (2007 - 2010)***

- Led the development and deployment of a Stage Gate product development process to facilitate communication and collaboration across multiple Outreach business units.
- Defined the technology configuration for the Video Learning Network and developed an implementation strategy for 10 campus locations across the Commonwealth.

**NeuStar – Sterling, VA**

12/06 to 7/07 ***Director – Wireless Products***

- Championed the product development process from contract negotiation through service launch. Presented product concept, market opportunity, project timeline, and development costs to internal executive team and obtained program funding.

- 12/00 to 12/06 **Sprint Nextel – Reston, VA**  
***Senior Manager – Broadband Market Development***
- Developed the preliminary Media, Content, and Portal Strategy for Sprint Nextel’s 4G market deployment.
  - Presented Sprint Nextel’s 4G Portal vision and led partnership discussions with SONY, Microsoft, Nokia, Samsung, and LG.
- Nextel Communications – Reston, VA**  
***Interim Director – Messaging Products and Services***
- During the transition period after the Sprint merger, managed 5 full-time employees who were responsible for Text Messaging, Short Codes, Photo Sharing, and Instant Messaging products.
- Senior Product Manager – Multimedia Messaging***
- Promoted in 2002 to lead the Multimedia Messaging Service (MMS) product deployment.
  - Managed the nationwide deployment of MMS service from Concept definition through Product Launch in 2004.
  - Defined the overall product requirements and complete customer experience for the MMS product offering. Managed development of the handset client and provided User Interface feedback to handset vendor.
  - Managed a 20 member cross-functional core team comprised of individuals from Engineering, Customer Operations, Marketing, Finance, Training, and IT.
- Product Manager – Messaging Products and Services***
- Led the 2002 product launch of Inter-Carrier Text Messaging for Nextel Communications.
  - Participated in CTIA-led work groups and collaborated with other U.S. carriers to facilitate the exchange of text messages across carrier networks. This initiative directly contributed to a 30% increase in messaging volume within 6 months after launch.
  - Recipient of Nextel’s Inner Circle Award in 2002. This award is given to non-sales employees and represents the top 1% of Nextel employees.
- 5/00 to 11/00 **The Global TeleExchange – McLean, VA**  
***Product Manager***
- Developed and prioritized new product requirements that focused on increasing sales and driving market adoption for an internet-based telecommunications minutes exchange solution.
- 3/98 to 4/00 **Ernst & Young LLP - McLean, VA**  
***Project Manager***
- Partnered with executive-level client personnel to identify, assess, and discuss strategic business issues and develop potential solutions relating to supply chain management challenges.
  - Led supply chain software implementations for companies exceeding \$1 billion in annual sales.
- 6/96 to 3/98 **Manugistics - Rockville, MD**  
***Lead Product Analyst***
- Lead product analyst responsible for the development, testing, product launch, and implementation of manufacturing software.
- 3/92 to 8/94 **Drake Bakeries, Inc. - Wayne, NJ**  
***Industrial Engineer***
- Developed a product tracking system that enabled Plant Management and Cost Accounting with the ability to identify specific areas of ingredient loss.