

# LIEF STORER

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## BRAND ENGINEERING BUSINESS DEVELOPMENT PRODUCT MANAGEMENT

### OBJECTIVES

Work in an environment where I can make a clear impact on meeting revenue and growth goals.  
Build products + brands that can achieve successful long term positions.

### EXPERIENCE

CTO/CMO, Boombotix Audio - 2010-Present

Consumer Audio Technology, IoT, Wearables

Development of Linux, iOS, Android Platform on Wireless Devices

Led team through three years of triple figure **revenue growth from \$0-\$14M**

Build executive team and manage sales strategy & execution

Oversee/approve all collateral developed in outside agencies

**Raised \$12M** for working capital through equity + debt financing.

Client base included direct-to-consumer, major retailers (Apple, Amazon, Best Buy, T-Mobile and Microsoft), B2B/Private Label/Licensing, and global distributors.

VP of Business Development - 2012-2015

Clamcase makes premium grade keyboard cases for the iPad.

Develop financial models for the company including basic cash flow models, CAPEX

Developed B2B International Business in Asia, Australia and Europe

**Company was acquired in 2015 by Incipio**

Engineer, Dicon Fiberoptics - 2007-2009

Developed fiberoptic illumination products for commercial/industrial use

Act as the bridge between product engineering and sales to determine required feature sets and development timelines.

Transitioned product from prototype/pilot to mass production (>10,000 pieces)

Duties: Tooling production, CNC, PCB Design, SMT and Wired die-bond > Flip Chip

LED packaging, Application documentation

Skills: Thermal Testing, Digital Protocols, Software UX, DFM, Yield testing/analysis,

Optic performance testing, Testing/Certification

### EDUCATION

UC Davis - B.S. Optical Engineering 2006

### SKILLS

Presentation, Financial Planning & Analysis

Software: Advanced in Adobe CS Suite, Office Suite, Keynote, Quickbooks, HTML

Solidworks CAD

Leadership/Team Building

Deal Negotiation, Sales Channel Development and **ADVANCED CLOSING**