Patrick J. Hibbs, MBA, MSEE

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Product & P&L Executive | General Management | IoT, Connectivity, Industrial & Automotive

EXECUTIVE SUMMARY

Product and general management executive with 20+ years leading global product portfolios and full P&L ownership across IoT, connectivity, industrial, automotive, and sensing markets. Proven record operating and scaling $50M–$500M+ businesses, driving pricing strategy, margin expansion, portfolio optimization, and end-to-end product lifecycle execution. Partners with sales, operations, finance, and manufacturing to deliver profitable growth in complex, matrixed organizations—pairing an electrical and computer engineering foundation with MBA-level commercial leadership. Trusted executive communicator who leads high-stakes presentations to key customers, partners, and executives, and shapes executive messaging.

SELECTED IMPACT

- Led the acquisition and integration of Nextivity's HPUE (high-power user equipment) business into Airgain.
- Expanded gross margin more than 15% at Airgain through product, pricing, and cost optimization, while driving new products to more than 40% of total revenue.
- Held full P&L ownership for Rain Bird's largest division (>$450M) and delivered more than 300% segment growth through analytics-led, targeted marketing.
- Led global product lines at TE Connectivity with revenues and opportunities exceeding $250M, and built the company's ESD product category from the ground up into a $5M business.
- Directed an $80M+ global P&L at Sensata in electro-mechanical sensing and protection, rejuvenating a 20+ year technology franchise through VOC-backed new product development.
- Led Airgain's AC-Fleet 5G Vehicle Router from concept to mass production and achieved the industry's first eSIM carrier certifications for this class of product.
- Secured a $10M investment for Texas Instruments' VoIP-enabled DOCSIS 3.0 chipset and design wins that delivered more than 90% market share; earlier, increased revenue 55% through channel development.

CORE COMPETENCIES

P&L Ownership & General Management · Pricing Strategy & Margin Expansion · Portfolio & Lifecycle Management · Forecasting, Budgeting & Demand Planning · Global Operations & Supply Chain · Product Strategy & Roadmaps · Go-to-Market & Marketing · M&A & Integration · Executive Presentations & Messaging · AI-Enabled, Data-Driven Product Strategy · IoT, Connectivity & Sensing · Engineering & Technology Leadership

PROFESSIONAL EXPERIENCE

Airgain — Lincoln, NE; Phoenix, AZ; and San Diego, CA (NASDAQ: AIRG) **Sep 2021–Present**

Leading provider of wireless connectivity and IoT systems for consumer, enterprise, and automotive markets.

Sr. Director Product Line Management

- Lead the Product Line Management function and own multiple product-line P&Ls covering forecasting, gross margin, pricing, and cost structure; partner with Sales, Finance, and Operations on quarterly cadence, forecast accuracy, and investment prioritization.
- Led the acquisition and integration of Nextivity's HPUE (high-power user equipment) business into Airgain.
- Executed a strategic product roadmap that drove new products to more than 40% of total revenue, and led product, pricing, and cost initiatives that expanded gross margin by more than 15%.
- Built and led cross-functional teams to deliver quarterly results, quality, and innovation within budget; directed lifecycle management from concept through phase-out and launched multiple strategic products.
- Led the AC-Fleet 5G Vehicle Router from concept to mass production; architected an eSIM cloud platform for fleet-wide activation and device management; and achieved the industry's first eSIM carrier certifications for this class of product.

Rain Bird Corporation — Tucson and Phoenix, AZ **2015–Sep 2021**

Privately held $1.5B manufacturer and worldwide leader in irrigation products and services.

Sr. Director of Product Management, Business Development, and Marketing *2020–Sep 2021*

- Led multiple departments of cross-functional teams and managers; increased top-line sales and margins across product families through pricing optimization, portfolio rationalization, and demand-planning discipline.
- Key member of Rain Bird's Applied Customer Insights and Technology Innovation team; led rapid prototyping of LoRaWAN, Bluetooth, Wi-Fi, and NB-IoT sensors and actuators, and forged partnerships that expanded product capabilities.

Director of Product Management and Marketing *2019–2020*

- Held full P&L ownership (pricing, margin, demand planning, and capital allocation) for Rain Bird's largest division, a >$450M annual business.
- Restructured pricing across divisions, subsidiaries, and domestic and international markets, increasing global top-line sales, improving gross margins, and expanding market share.

- Led a large organization spanning Product Managers, Channel Managers, Training Services, Corporate Communications, and International Marketing; delivered more than 300% segment growth through analytics-led marketing; and directed demand planning, NPD, cost reduction, and quality programs across multiple plants.

Group Manager, Product Management and Marketing *2017–2019*

- Led Marketing and Product Management for Mechanical Products (>$200M per year) across development, operations, marketing, quality, and sales; launched multiple product lines and delivered NPD programs on time and under budget.
- Directed division demand planning and the global Corporate Business Intelligence Report process for all Rain Bird divisions; introduced Microsoft Power BI, driving grassroots adoption and expanded sales revenue.

Sr. Global Product Manager *2015–2017*

- Managed the >$50M Spray Bodies and Nozzles portfolios end to end, from development and operations to sales.
- Launched the R-VAN rotating stream nozzle portfolio, leading collateral, website, advertising, training, merchandising, and promotions; applied CFD and advanced injection molding, and developed irrigation-performance models to guide marketing and future development.

Sensata Technologies — Attleboro, MA (NYSE: ST) **Jan 2014–Mar 2015**

Leading supplier of sensing, electrical protection, control, and power management solutions.

Director of Product

- Managed an $80M+ global P&L in electro-mechanical sensing and protection, resetting product strategy and identifying organic growth through VOC and market analysis.
- Built NPD business cases (P&L forecasts, ROI, roadmaps, capital budgets, go-to-market) to rejuvenate 20+ year-old technology; directed NPD execution, quality resolution, cost reduction, sourcing, and end-of-life pruning.

TE Connectivity — Dallas, TX; Menlo Park, CA; and Shanghai, China (NYSE: TEL) **2006–2013**

Designs and manufactures solutions that connect and protect data and power (formerly Tyco Electronics).

Sr. Global Strategic Market Manager – Circuit Protection Division (Raychem)

- Led global matrix organizations and product lines with revenues and opportunities exceeding $250M; developed VOC-backed business cases and growth initiatives, with travel to more than 30 countries.
- Established TE's Electro-Static Discharge (ESD) product category from the ground up into a $5M business.
- Owned product roadmaps and full-lifecycle execution across operations, R&D, legal, finance, quality, and sales; subject-matter expert in RF, analog, antennas, high-speed digital, and power markets.

Texas Instruments — Dallas, TX; Herzliya, Israel; and Germantown, MD (NASDAQ: TXN) **2000–2006**

Designs and manufactures analog, digital, and mixed-signal semiconductors.

Global Marketing and Business Development Manager – Cable Modem (Libit), VoIP (Telogy), WLAN *2005–2006*

- Directed R&D, operations, and P&L for TI's Residential Gateway products; secured design wins with top OEMs that delivered more than 90% market share; secured a $10M investment for a VoIP-enabled DOCSIS 3.0 chipset; and facilitated a unified backend silicon architecture across business units, reducing investment and accelerating time-to-market.

Group Manager, Product Marketing and Applications – Packet Voice & Video *2003–2005*

- Drove VoIP design wins with TI's top two OEMs, leading to exponential growth in shipments; served as key strategist for product architectures and roadmaps, and led positioning, pricing, and revenue across multi-site, multinational operations.

Manager of Customer Programs and Product Marketing – Broadband Group *2001–2003*

- Built channel relationships that increased revenue 55%; strengthened products, system architectures, and roadmaps through voice-of-the-customer collaboration with engineering and R&D.

EARLY CAREER

Texas Instruments, Custom ASIC Design & Test Lead – Wireless / Fixed-Mobile within ASIC Division *(2000–2001).* Engineering lead for multi-million-gate Pre-WiMAX single-chip modems and VoIP DSP chipsets; led a 6-person chip team to first-pass success within 13 months.

Raytheon Technologies (RTX Corp), ASIC Design Engineer – Custom ASIC Group / Defense & Military *(Dallas, TX, NYSE: RTX, 1998–2000).* ASIC design engineering, including VHDL/Verilog RTL coding, test-bench development and validation, RTL simulation, floor-planning, power estimation, FPGA prototyping, ASIC validation, and system testing.

EDUCATION

Master of Business Administration — University of Texas at Dallas, 2003

Master of Science, Electrical Engineering (Microelectronics / IC Design) — National Technological University (Ft. Collins, CO), 2000

Bachelor of Science, Computer Engineering — University of Nebraska–Lincoln, 1998

PATENTS

Named inventor on 5 U.S. patents and published applications: *Self-powered irrigation systems, generator systems and methods of controlling irrigation* (US 11,990,823; continuation US 2024/0283325, Rain Bird); *Docking system for use with vehicles* (US 2024/0213662, filed Dec 2023, Airgain); *Zero-Standby Current Switch for Control of a Power Converter* (US 2013/0286701); and *Oxygen-Barrier Packaged Surface Mount Device* (US 2012/0307467, TE Connectivity).