

# Motorola chief chooses friend to help guide firm's future

By **Barbara Rose**,  
Tribune staff reporter

AUGUST 1, 2004

**E**dward Zander's closest adviser during his first six months as Motorola Inc.'s chief executive officer was a brainy guy who soaks up information like a detective working a case. Wherever Zander was, Richard Nottenburg was nearby. His business card read, "Strategy Advisor to the CEO," but the 50-year-old was more than a consultant.

A friend from when Zander served on the board of Nottenburg's semiconductor company, he became Zander's trusted aide while the pair delved into Motorola's businesses and intellectual property, called on customers and met employees.

Now he is Zander's first executive hire at a pivotal time, when the new CEO is picking up the pace, shaping his team and articulating a strategy aimed at restoring Motorola's stature as a technology leader.

Nottenburg will play a key role in defining what Zander calls Motorola's next "big bets." He was named chief strategy officer last week, overseeing mergers and acquisitions, venture capital investments, business intelligence and new initiatives.

He replaces Leif Soderberg, who remains with Motorola as a director of its recent spinoff, Freescale Semiconductor Inc.

Zander's next important hire will be the top executive for Motorola's biggest business--cell phones--when Thomas Lynch leaves for personal reasons at the end of the summer. Sources said recruiter Egon Zehnder International is doing the search, which got under way last week, and that it will consider internal as well as outside candidates.

The chemistry between Nottenburg and Zander is unmistakable. Both are Brooklyn, N.Y., natives. They are engineers who can pull apart a circuit board or shift gears to talk about big-picture visions. Both are restless, high-energy strivers.

As a boy, Nottenburg worked in his father's New York delicatessen.

"Business was in my genes," he said. "When people are hungry they can be pretty tough."

Yet he spent the first decade of his career in research settings, exercising a talent for mathematics and science that took him to Polytechnic Institute of New York, where he earned his bachelor's in electrical engineering.

After completing a master's at Colorado State University, he earned his doctorate in electrical engineering in 1984 from the Ecole Polytechnique Federale de Lausanne in Switzerland.

His eye was on a postdoctoral job at AT&T Bell Laboratories, a hotbed of innovation, where in 1988 he co-invented what was then the world's fastest transistor, earning him a place in Lucent Technologies'

corporate history as a Bell Labs "pioneer" of the 1980s.

"He thinks three steps ahead of most people," said Magnolia Broadband executive Bill Reinisch, who worked for Nottenburg at the latter's start-up.

Nottenburg caught the entrepreneurial bug after moving to the West Coast in the 1990s to build a research program at the University of Southern California.

TRW Inc.'s space and defense division, now part of Northrop Grumman Corp., funded him and a partner in 1995 when they co-founded Multilink Technology Corp., now part of Vitesse Semiconductor Corp. The firm developed integrated circuits for high-speed optical networks.

Multilink's sales took off like a rocket during the late 1990s and peaked at \$135 million, fueled by orders from the likes of Lucent, Alcatel and Nortel Networks.

It was during this heyday that a venture capitalist introduced Nottenburg to Zander, then Sun Microsystems Inc.'s No. 2 executive and a marquee addition to Multilink's board.

"They hit it off very well," recalled Multilink investor G. Bradford Jones, partner at Redpoint Ventures and Brentwood Venture Capital. "Ed really respected his intelligence and his energy," Jones said.

"Zander was my mentor at Multilink," Nottenburg said. "He said, 'Here are the ropes.' Very few people are willing to do that."

Nottenburg's fledgling chipmaker ranked as one of the top 10 best-returning initial public offerings in the second quarter of 2001. But it fell on hard times when orders dried up after the telecom bust deepened.

"He handled adversity very well," Jones said. "At the peak, his stock would have made him a centimillionaire. A lot of that evaporated."

Yet he remained determined, Jones said.

"Five times he must have said to me, 'What I really care about is making sure you guys get a good investment out of this,'" Jones recalled. "He hung in there and continued to be a good leader for the company even when he had to downsize. He did the tough things that had to be done to make the business sustainable. Merging it was appropriate, too."

Multilink sold last year to Vitesse for \$23 million.

Nottenburg was one of the friends to whom Zander turned for help when he was doing due diligence on Motorola while considering the company's overtures last fall.

The pair celebrated Nottenburg's birthday Jan. 3 at a family dinner two days before Zander started work at Motorola, when Zander joked it was his "last supper."

Nottenburg flew out from his New Jersey home in January when Zander asked his help with Freescale's spinoff. Initially, he worked for free.

"I want him to be very successful," Nottenburg said.

Zander hired him as a consultant starting in February, but Nottenburg already had accompanied him on

meetings with key customers and spent countless hours with the heads of Motorola's businesses.

Some analysts have pushed Zander to consider selling Motorola's broadband division. Nottenburg is among those who counseled against it.

"I think the connected home is a huge opportunity for Motorola," he said.

As Motorola's strategy czar, Nottenburg will play a leading role in shaping the company's vision.

Zander wants to banish the notion of Motorola as a conglomerate with separate businesses ranging from cell phones to set-top boxes. Instead, he is promoting the company as a leader in "seamless mobility"-- products and services that keep people connected to information and entertainment in their homes, on the road and at work.

"I think it's a long-term strategy," said analyst Brian Modoff of Deutsche Bank Securities Inc. "It's not something that's going to happen next year."

Other analysts express reservations, given Motorola's history of investing in technology for technology's sake.

"Money is made in markets, not in technologies," said Edward Snyder of Charter Equity Research. "This is exactly the type of mantra that has gotten them into trouble in the past."

Nottenburg said the strategy, laid out at last week's analyst meeting, will be articulated in position papers.

"We put a stake in the ground here," he said.

"I think we've got a very bold vision, and with the strong balance sheet and the performance we had in the first half of the year, we're well-positioned to execute."

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Richard Nottenburg

Position: Chief strategy officer, Motorola Inc.

Age: 50

Born and raised: Brooklyn, N.Y.

First job: Working in his father's delicatessen

Favorite subject in high school: Euclidean geometry

Highest degree: PhD, electrical engineering, Ecole Polytechnique Federale de Lausanne, Switzerland

Achievements: Co-invented world's fastest transistor in 1988; holds eight patents; co-founded and took public a semiconductor company

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## Trump tower unit sets resale record at \$3.99M

A 4,000-square-foot, 48th-floor condo unit in the Trump International Hotel & Tower sold Thursday for \$3.99 million, the building's highest sale price since 2009.

**REAL ESTATE**

## Ex-Blackhawk Troy Brouwer selling Chicago condo

Former Chicago Blackhawks right wing Troy Brouwer has a contract pending to sell his three-bedroom, 2,900-square-foot duplex penthouse in Roscoe Village for \$749,000, just \$1,000 less than the asking price.

**REAL ESTATE**

## Quentin Richardson lists mansion for \$1.1M, expects huge loss

Chicago native and retired NBA player Quentin Richardson, who was a standout for DePaul University before embarking on a 12-year career with five teams, has listed his five-bedroom, 10,900-square-foot mansion in Palos Heights for \$1.1 million. The asking price is half what he paid for it.

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**Elite Street: Trump Tower condo unit sells for \$3.36 million** 

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**REAL ESTATE SALES**

**Elite Street: Former Bull Ben Gordon lists Northbrook town home**  


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**Bears' Kyle Long buys Lake Forest house for \$1.35M** 

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**Elite Street: Ryan Dempster sells rental property** 

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**'Saturday Night Live' alum Nora Dunn sells Chicago condo for \$258K** 

**Home Front** (13)


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Dream homes: Oak Brook



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## Luxury apartments with a lobby you can't ignore

by **Sharon Stangenes, Special to the Tribune**

First impressions are everything, and the first thing you notice at the 73 East Lake rental building in Chicago is a striking mosaic video wall that sets the tone for the glass tower.

AUG. 24, 2014

## Dead tree needs to go, but does association pay the bill?

by **Howard Dakoff**

Q: An owner in our town house association planted a tree next to her unit about 10 years ago. There is no record of board approval for the planting, nor is there any documentation stating that the owner is responsible for the maintenance, repair or replacement of the tree. The tree has died...

AUG. 21, 2014

## Cash needed to help aging parents manage vacation rentals

by **Ilyce Glink & Samuel Tamkin**

By Ilyce Glink and Samuel J. Tamkin

AUG. 20, 2014

## Milshire Hotel residents settle with management

by **Megan Crepeau, @crepeau**

Residents of the beleaguered Milshire Hotel agreed Wednesday to move out by 5 p.m. Sept. 2 in exchange for \$4,000 per unit and a promise that owners of the single-room occupancy building will not attempt to collect back rent.

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## REAL ESTATE NEWS AND ADVICE

REAL ESTATE AUG. 23, 2014

### Insurer can deny coverage if home is missing permits

by **Benny L. Kass**

Q: Your advice was right on when you cautioned readers not to buy a house that did not have permits or a certificate of occupancy. Another important consideration in demanding to see the building, electrical and any other permit is that in the event of a fire or loss, an insurance carrier...

REAL ESTATE AUG. 23, 2014

### Protecting a home sale from ash borer threat

by **Mary Umberger**

What if you were buying a home and were advised the furnace was operating on borrowed time? Or perhaps the kitchen appliances look as if they were manufactured during the Nixon administration.

BREAKING BUSINESS AUG. 21, 2014

### Trump Tower condo sells for \$3.9 million

by **Bob Goldsborough**

A 4,000-square-foot, 48th-floor condo unit in the Trump International Hotel & Tower sold this morning for \$3.985 million, which was the building's highest sale price since 2009.

REAL ESTATE AUG. 21, 2014

### Wills, investments, real estate arrangements all key to retirement planning

by **Ilyce Glink & Samuel Tamkin**

By Ilyce Glink and Samuel J. Tamkin

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## Former Blackhawk Troy Brouwer sells Roscoe Village home

by **Bob Goldsborough**

Former Chicago Blackhawks right wing Troy Brouwer has a contract pending to sell his three-bedroom, 2,900-square-foot duplex penthouse condominium unit in Roscoe Village, which is on the market for \$750,000.

**HOME & GARDEN** AUG. 19, 2014

## A fight for urban trees: Wealthier neighborhoods leafier

by **Lynda V. Mapes and Justin Mayor**

The benefits of trees from their grace and beauty to their gifts of cool, clean air and stress relief are well-known and documented in study after study. Yet as the city grows, it is struggling to hold onto its trees, especially in poorer areas.

**HOME & GARDEN** AUG. 18, 2014

## 'Rocking' the house

by **Mike McClintock, Special to Tribune Newspapers**

Gypsum wallboard, often called by the US Gypsum trade name Sheetrock, has covered walls since the postwar housing boom began in the mid 1940s. It's one of the main reasons there was a boom. Drywall was less expensive than plaster — and much faster to use, so that matchbox...

HOME & GARDEN AUG. 18, 2014

## A stylist's secrets for decorating your home

by **Barbara Ballinger, Special to Tribune Newspapers**

Others collect stuff. Hilary Robertson, a native of London who now divides her time between homes in Brooklyn and upstate New York, takes objects to the next level.

How? Simply by knowing how to arrange and display them.

BUSINESS AUG. 18, 2014

## South Side development was on a roll — until recession 🇺🇸

by **Richard Webner, Tribune reporter**

A decade ago, the South Side reveled in a surge of development, with condos and town houses sprouting from some of its empty lots.

REAL ESTATE AUG. 17, 2014

## Rich buyers are doing their part for housing

by **Mary Umberger**

There's a parallel real estate universe out there, the one where people buy homes with price tags that start at \$1 million. Apparently, they've been really busy lately.

REAL ESTATE AUG. 17, 2014

## Why sellers should disclose their homes' past problems

by **Benny L. Kass**

Q: We've owned our 1960s home since 1991, when we bought it from the estate of the original owners. We know the location of the septic system and have it cleaned regularly.

REAL ESTATE AUG. 17, 2014

## What you can buy for \$350,000 in Chicago

by **Realtor.com**

With the popularity of telecommuting continuing to rise and as startup businesses blossom from homes as well, we have chosen to focus this month on three great properties in Chicago that offer spaces for a home office.

HOME & GARDEN AUG. 17, 2014

## Ways to prevent the spread of ribbon grass

by **Tim Johnson, Special to the Tribune**

Q: A friend told me that a grass with white variegation in my garden is ribbon grass and that I should remove it since it is considered an invasive plant. The plant that I have is spreading, but not at an alarming rate yet. I like the color that it adds to my shady garden. Should I remove it?

APARTMENTS & CONDOS AUG. 17, 2014

## Developers wooing the single male market

by **Jeffrey Steele, Special to the Tribune**

It's no secret that single men think differently than single women when it comes to finding the home of their dreams. And based on the vibe and amenities at some Chicago condos and apartments, developers seem to be reading their minds.

REAL ESTATE AUG. 17, 2014

## For the most part, board serves without compensation

by **Howard Dakoff**

Q: We are a self-managed town home association. A homeowner in our association has advocated that board members be compensated for serving on the board. I presume this is against the law, but am not sure.

HOME & GARDEN AUG. 15, 2014

## Family tours house renovated by LeBron's foundation

by **Mary Beth Breckenridge**

Mariah Riley was beaming.

HOME & GARDEN AUG. 15, 2014

## Trimming and cutting wallpaper

by **Tim Carter, Tribune Content Agency**

DEAR TIM: I've decided to install some wallpaper. It's a small room, so it shouldn't be too hard. Since I've never installed wallpaper, I'm filled with anxiety about how to cut and trim the wallpaper where the paper stops at the ceiling. Can you demystify the process?...

**BREAKING BUSINESS** AUG. 14, 2014

## Foreclosure activity continues to fall in Chicago area, U.S.

by **Mary Ellen Podmolik**

Foreclosure activity in the Chicago area decreased in July but the state continues to have one of the highest foreclosure rates in the nation, according to data released Thursday.

**HOME & GARDEN** AUG. 14, 2014

## Your Place: Replacing chipped tile with vinyl not a DIY job

by **Alan J. Heavens**

Question: My townhouse is built on a slab, and I have ceramic tile in the kitchen. A few of the tiles have chips where items were dropped.

**REAL ESTATE** AUG. 14, 2014

## Borrower should refi to ditch FHA mortgage insurance premium

by **Ilyce Glink & Samuel Tamkin**

By Ilyce Glink and Samuel J. Tamkin

**REAL ESTATE** AUG. 14, 2014

## Were letter writers engaged in scheme to bilk dad?

by **Ilyce Glink & Samuel Tamkin**

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**REAL ESTATE** AUG. 14, 2014

## Underwater condo owner should rent unit and move on

by **Ilyce Glink & Samuel Tamkin**

By Ilyce Glink and Samuel J. Tamkin



**BREAKING BUSINESS** AUG. 13, 2014

## Former NBA star Quentin Richardson lists Palos Heights mansion for \$1.1 million

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**HOME & GARDEN** AUG. 13, 2014

## Home Inspiration: Pools GALLERY

Here's a whirlwind tour of Southern California pool design — shimmering beauties, practical swim spots and more than a few novel ideas from our archives. Dive in ...

**HOME & GARDEN** AUG. 11, 2014

## Seattle studio strikes a refined note with lovely, modern wind chimes

by **Laura Pearson, Tribune Newspapers**

Wind chimes can be a pleasant addition to a yard, garden or porch. They're not typically associated with cutting-edge design, though. I associate them with a nature store near where I grew up, its ceiling stuffed with bejeweled and bedazzled versions featuring bamboo tubes, colorful...

**REAL ESTATE** AUG. 9, 2014

## In mortgage transactions, verify details yourself

by **Ilyce Glink & Samuel Tamkin**

By Ilyce Glink and Samuel J. Tamkin

**REAL ESTATE** AUG. 8, 2014

## Cavalcade of Homes: What's hot, what's not

by **Mary Umberger**

It's been a long, dry spell for the legions of Chicagoans who regard the chance to amble through the mansionesque residences of a home parade as one of the rites of summer. The last time custom builders hosted a Cavalcade of Homes was 2008 — just about the time the economy circled...

REAL ESTATE AUG. 8, 2014

## Getting the dirt on who's liable for illegal dumping

by **Benny L. Kass**

Q: We bought a lot in an upscale subdivision in a homeowners association. The covenants state: "No owner can dump dirt or other materials on any part of the land." It goes on to define land as lots and common areas. Our plan was to build a house on the lot.

HOME & GARDEN AUG. 8, 2014

## Tweaking soil could help rhododendrons thrive

by **Tim Johnson, Special to the Tribune**

Q: All summer, my rhododendrons lose leaves. New leaves form, but others turn brown and fall off. Is there anything that I can do?