

Tech-savvy Business Development, Marketing & Sales Leader

Trusted advisor who positions companies to penetrate new markets and leverage new revenue opportunities is adept at creating strategic alliances, competing successfully with major rivals, establishing industry standards, and capturing new business in markets with first-time exposure

Reputation for boldness in opening new geographic territories and extending current products to meet customer requirements for entry to new markets

Profile: Career Highlights

- **Significant role in developing products** and leveraging advanced technologies to markedly improve business productivity and efficiency
- **Turnaround specialist** noted for repositioning and revitalizing corporate performance
- **Leader valued for empowering teams to rise above mediocrity** – a detail-oriented consensus-builder who makes the hard decisions
- **A trailblazer for driving new industry standards** that ensure early markets can grow and become mainstream
- Leveraged strategic alliances to **establish profitable vertical niche markets** in a crowded and commoditized Ethernet market
- Valued as **engineering, product and sales team builder, leader, mentor** to extract highest levels of performance while striving for continuous improvement
- **Record of capturing new business opportunities in markets with first-time exposure**, such as cybersecurity and Desktop Virtualization
- **Developed innovative strategies** and programs for clients to successfully enter new markets, including the “Internet of Things” (IoT) and Predictive Analytics Solutions
- **Successfully positioned companies to expand into many new vertical markets**, including High Performance Computing (HPC), Cybersecurity, High Frequency Trading, Business Intelligence, Predictive Analytics, and Customer-Centric Visions , creating awareness through webinars, white papers, and at trade shows
- **Partnered with early adopters** to understand critical product requirements and drive proof-of-concepts to validate vertical market strategies
- **Evangelized company’s expertise and products** through jointly authored papers, seminars and webinars
- **Significantly increased company and product visibility and reputation** while breaking open new markets including the Oil & Gas Exploration, tapping into a plethora of prospects in the industry
- **Provided marketing leadership to 3Com’s Business Connectivity Group** to develop and market Fast Ethernet and Gigabit Ethernet adapters to enterprise customers and major OEMs, maintaining consistently high ratings in brand awareness surveys with enterprise customers
- **Serve as mentor to social entrepreneurs** through The Center for Science, Technology, and Society (Santa Clara University) with goal to employ entrepreneurship and innovation in service of humanity

Key Competencies

Strategic Planning
Sales Channel Development
Sales Management Processes
OEM Relationship Management
Turnaround Leadership
Vendor Management
Strategic Alliance Building
Product Development
Financial Forecasting

Business Development
Acquisitions
Corporate Asset Sales
Positioning Strategy
Pricing Strategies
New Market Analysis
Operations Management
Desktop Virtualization
Networked Storage

Marketing Management
Branding
Corporate Messaging
Opening New Territories
Cross-Functional Team Building
Post-Acquisition Integration
Vertical Market Penetration
M&A Due Diligence
IPO Development & Launch

Select Accomplishments

- ❑ Transformed an ineffectual engineering department into a highly focused team that consistently delivered competitive products on schedule and within budget
- ❑ Empowered manufacturing team to launch a disciplined process review, and improved first pass-through process yields from 62% to 93%, delivering dramatic quality improvements to 98% acceptance rate in only five months
- ❑ Key role in multiple corporate acquisitions including sale of Myricom assets to CSPI and acquisition of Neterion by Exar – bringing all stakeholders together, leading due diligence, and keeping everyone focused until successful completion
- ❑ Developed sales channels focused on winning large end-user accounts to create demand for corporation's products, fulfilled through major server OEMs
 - Point man in driving Exar's \$10.5M acquisition of Neterion which immediately boosted Exar's bottom line
 - Repositioned Neterion as leader in I/O virtualization and landed the ***first major desktop virtualization deployment in the financial services industry***
 - Convinced IBM and HP to supply systems with our Neterion Ethernet adapter, as IBM shipped 1,000 servers in the first quarter of deployment
- ❑ Achieved successful launch of 10 Gigabit Ethernet into the High Performance Computing (HPC) market by focusing on national laboratories, universities, and key customers in selected vertical markets, including oil & gas exploration
 - Forged partnerships with software vendors at application and software middleware levels and built demo clusters to run apps
 - Identified alliances and partnerships to introduce 10 Gigabit Ethernet to mainstream HPC applications with leading 10 Gigabit Ethernet switch vendors
 - Catalyzed adoption of 10 Gigabit Ethernet into industry standards organizations including the Open Fabrics Alliance
- ❑ **Enabled 3Com's Network Interface Division to meet or exceed revenue and profit goals in 15 of 16 quarters**
 - Provided marketing leadership in developing and marketing Fast and Gigabit Ethernet network interface cards (NIC) and winning key LAN on motherboard (LOM) designs, in desktop PC, notebook PC, and servers
- ❑ Key role in repositioning company desktop PC market with focus on consistent execution which returned Maxtor to profitability and led to successful IPO
 - Delivered 9 consecutive development programs on time and on budget, winning business at Dell, which rated Maxtor as highest quality in HDD industry
 - Point man on successful Maxtor IPO and follow-on secondary offering, worked closing with lawyers to create S1 and prospectus, and crafted the corporation's story

Career History

Aperio CI, Ronkonkoma, NY <i>Software Integrator known for building data systems and Business Intelligence Solutions, Predictive Analytics Systems and Customer-Centric Vision opportunities.</i> President	2015 - 2016
BrandGate LLC, Los Altos, CA <i>Consulting firm providing marketing, branding, business development, and business advisory services to consumer and high technology companies.</i> Vice President - Business Advisory Services	2013 - 2015
Myricom Corporation, Arcadia, CA <i>A 10Gigabit Ethernet pioneer in the High Performance Computing market.</i> Vice President - Business Development	2011 - 2013
Exar - Neterion, Inc., Fremont, CA <i>The I/O virtualization leader in VDI (Virtual Desktop Infrastructure) and VSI (Virtual Server Infrastructure) deployments.</i> Vice President Sales and Business Development - 10GbE	2009 - 2011
NetEffect, Inc., Austin, TX <i>A developer of high performance 10 Gigabit Ethernet adapters Acquired by Intel.</i> Vice President Marketing and Business Development	2004 - 2009
3Com Corporation, Santa Clara, CA <i>A leader in Ethernet based network products.</i> Vice President Product Management - Connectivity Division 2001-2004 Vice President Marketing - Business Connectivity Group 2000-2001	2000 - 2004
Maxtor Corporation Vice President Mobile HDD Products Vice President Marketing / Strategic Planning Vice President Strategic Initiatives Vice President Sales Operations	1992 - 2000

Education & Development

University of Santa Clara - Santa Clara, CA

- MBA, Graduate School of Business
- BS, Electrical Engineering and Computer Sciences, School of Engineering