

- Prod Rev

- CleanTech
- Robt C/Anthony

PHILLIP C. LIU

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SUMMARY

Seasoned product manager with experience developing applications for a wide range of industries including telecommunications, healthcare and clean technology.

EDUCATION

University of California at Berkeley, Walter A. Haas School of Business
Master of Business Administration, May 2010
Emphasis in Marketing and Finance

Relevant projects:

- Analyzed commercial licensing opportunities for ultra-low emissions combustion technology developed at Lawrence Berkeley National Laboratory.
- Wrote detailed analysis and recommendations for Cisco Green sustainability strategy compared to GE's Ecomagination program
- Performed macroeconomic analysis comparing Turkey versus Thailand for operating a thin film photovoltaic manufacturing facility.
- Consulted with Panasonic to research the 18-34 year old market segment and design a new Internet enabled consumer device.
- Volunteer: Berkeley Energy & Resources Collaborative, Berkeley-Stanford Cleantech Conference Series

University of Michigan, Ann Arbor, MI
B.S. in Computer Science, August 1993

EXPERIENCE

Cisco – WebEx Communications, Santa Clara, CA
Sr. Product Manager, Integration Technology

Jan 2003 - Present

- Managed the development, documentation, and deployment of the WebEx Integration Platform. The platform comprises APIs used internally and externally by over 1,500 software developers at 800+ companies including AT&T, Siemens, Genentech, Salesforce.com, Oracle, and SAP.
- Managed the design and implementation of a SAML-based single sign-on system marketed to large enterprise customers.
- Worked with customers and internal sales, business development, and operations teams to gather and prioritize requirements. Managed engineering and technical writing teams locally and in China.
- Wrote product requirements, functional specifications, test scenarios, release notes, product roadmaps, and technical white papers. Analyzed competitor platforms and market trends.
- Delivered presentations to educate customers and internal teams about new releases. Wrote official customer notices for product deployments and service updates.
- Developed WIP support pricing plan including cost and revenue forecasts. Worked with our C.F.O. and senior financial staff to implement the plan.
- Performed build vs. buy analysis on enterprise software vendors for federated identity and policy management.

Platform Marketing Engineer

Feb 2002 - Dec 2002

- Worked with partner companies to architect strategic web conferencing integrations with document and learning management, teleconferencing and other applications.
- Designed and managed the development of a VoIP smart phone to web conferencing integration.
- Designed and managed development of the WebEx Developer Connection <<http://developers.webex.com>>, an information and support portal used by over 1,500 registered software developers.
- Managed the company's patent identification and filing process. Worked with attorneys, product managers, and senior engineers to file five new patents. Wrote patent disclosures incorporating technology and market value analyses. Drafted technical responses to U.S. PTO office actions.

Healtheon / WebMD Corporation, Santa Clara, CA

1998 - 2001

Engineering Manager

- Led a team of engineers in developing an online application facilitating the creation and management of healthcare provider websites. Over 3,200 websites representing 14,000+ providers were built and hosted using this system.
- Managed project schedules and assigned tasks to team members. Recruited, trained and mentored new engineers.
- Analyzed the technology assets of an acquired company and developed a transition strategy to integrate over 250 customer websites and custom software, hardware, and engineering staff.

Metis Corporation, San Francisco, CA

1997 - 1998

Senior Engineer, Founding Member

- Developed a health care patient information management system. Worked with domain experts to design a UML healthcare object model using Rational Rose.

UBS Investment Bank, Chicago, IL

1994 - 1996

Financial Application Developer

- Consulted with analysts in Europe, Asia and North America to develop a global financial derivatives trading system.
- Integrated interest rate pricing models into deal capture, analysis, and reporting applications.

PATENTS & PUBLICATIONS

US Patent # 7,421,469. "Initiating a Collaborative Computing Session from an Advanced Capability Telephone", Lead Inventor, Granted September 2008.

<<http://patft.uspto.gov/netacgi/nph->

Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fmetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=7421469.PN.&OS=PN/7421469&RS=PN/7421469 >

"Approaches to Learning Management System Integration", WebEx Developer Connection, January 2005.

<http://developers.webex.com/developers/docs/Tech_Note_LMS.pdf>

"WebEx SAML Authentication Service, Developer Technical Note", WebEx Developer Connection, July 2005. <http://developers.webex.com/developers/docs/Tech_Note_SAML.pdf>

ADDITIONAL

Languages: Conversational Mandarin Chinese

Interests: Mountain Biking, Rock Climbing, Snowboarding, Backpacking, Plug-In hybrid vehicles

LIANG CHEN
(408)821-0581, e-mail: liang.chen@mba.berkeley.edu

- EDUCATION**
- University of California at Berkeley**
Walter A. Haas School of Business
Master of Business Administration, December 2008
- Marketing & Strategy
- University of Massachusetts at Amherst**
M.S. in Electrical and Computer Engineering, May 1998
- Tsinghua University, Beijing, China**
B.Eng. in Electrical Engineering, July 1992
- EXPERIENCE**
- 2008 Summer **California Public Employees' Retirement System (CalPERS)** Sacramento, CA
Graduate Intern
- Performed industry analysis for companies in the semiconductor industry.
 - Analyzed corporate governance issues of underperforming companies in the high-tech industry; recommended corporate governance changes to help maximize shareholder value of portfolio companies.
 - Worked on research reports for CalPERS Focus List Program; performed macroeconomic and strategic assessment; evaluated company financial performance.
- 2003-2008 **Intel** Santa Clara, CA / Chandler, AZ
Digital Home Group (2004 – 2008), Intel Communications Group (2003 – 2004)
Staff Design Engineer / Lab Manager
- Leadership / Project Management**
- Led a team of managers and senior engineers to evaluate Memory Controller IPs from multiple vendors; performed cost-benefit analysis of different IP options and made recommendation to senior management; advised business development team on negotiating contract terms which meet both time-to-market and budget constraints.
 - Led design team for Set-Top Box product (part of three-year \$200M project); negotiated with marketing on the system features; successfully delivered the first Intel Architecture based multimedia processor which has the power to combine a consumer electronics system and Internet computing on a single device.
 - Led successful development of two crucial debug features for storage chip; negotiated with marketing team on required features and worked with architecture team on technical details; generated \$30M in sales for first quarter of 2007.
- Management and Communication**
- Managed Consumer Electronics Group's \$500K DTV Demo Lab; represented the Digital Home Group in the Santa Clara Lab Managers Council.
 - Mentored engineer from Intel Rotation Program by facilitating the integration into the new environment and team assignments so that the rotational assignment was successful.
- Analytical Problem Solving**
- Collaborated with project architect and unit owners to efficiently design a unique chipwatcher debug feature.
 - Worked with system engineer and architect to design a DTV SOC.
- 1998-2002 **Conexant Systems / Rockwell Semiconductor Systems** San Diego, CA
Senior Design Engineer
- Key member of 15-person design team that developed DSL chip that generated \$40M in revenue from 2001 to 2002.
- PRIOR WORK HISTORY**
- 1995-1996 **Hewlett-Packard Singapore (Pte) Ltd.**, Test/Product Engineer Singapore
1993-1995 **Unitrode Electronics (Singapore) Pte Ltd.**, (Acq. by **Texas Instruments**), Test Engineer Singapore
1992-1993 **Shanghai Belling Microelectronics Manufacturing Co. Ltd.**, Process Engineer Shanghai, China
- ADDITIONAL** **Interests:** Tennis, Golf, Table Tennis, Soccer, Bridge, Community Service
Language: Fluent in English and Mandarin

Pres: Maria, Ames

Bus Dev
MS. M.S

Christopher G. Dittmer

747 El Granada Boulevard, El Granada, CA 94018, USA

Phone:+1.650.305.0077; E-mail: cdittmer06@gsb.columbia.edu

SUMMARY

Experienced Business Development, International Operations Professional

Results-driven business development and operations professional with repeated successes in driving new channel sales, developing "go to market" strategies and technology partnerships, negotiating and managing complex trans-national deals and growing P&L centers in the enterprise software industry. This candidate combines extensive multi-cultural/multi-lingual work experience with ivy-league academic credentials in business, emerging markets and engineering. He has a strong interest in applying his proven skills to developing and growing strategic business units for a vibrant software company.

EXPERIENCE

- 2005 – present **WILY Technology, acquired by CA Inc.(2006)** South San Francisco, CA
Director, Corporate and Business Development
- Developed and managed strategic sales and technology partnerships for Enterprise IT management in Virtualization, SOA, Application Server Technology and Predictive Analytics with IBM, Microsoft, Oracle, and VMWare. Helped establish Wily as a leader in Application Performance Management with a compound annual growth rate (AGR) of 68% (3 yrs).
 - Developed and negotiated \$13.5 Million OEM partnership with Tealeaf ; developed and managed strategic technology partnerships with BEZ, Trilog/AQM, Knoa, Aternity, Integrien, Amberpoint and others
- 2004-2005 **INFORMATICA** Redwood City, CA
Director, Business Development, Midsize Market
- Achieved \$1.7 Million in OEM sales through midsize Independent Software Vendors.
 - Launched joint Informatica-IBM business intelligence solution for midsize market. Negotiated \$5.5 Million manufacturing and distribution worldwide agreement with Avnet, Inc., and developed associated internal supply chain management and custom configuration processes.
- 2001-2004 **COMPUTRANS** Mountain View, CA
Business Development Consultant
- Established \$3 Million OEM channel for Evolution Robotics, by licensing technology to Sony and Bandai (Japan) and winning co-development contract with Philips (the Netherlands); Direct sales to Deutsche Telekom and Fraunhofer Institute (Germany).
 - Completed acquisition of CoreKt (Israel) by Entercept Inc. Formulated valuation, transaction proposal, due diligence, and sensitivity/risk analysis.
 - Developed business plan and coordinated initial fund raising as acting Vice President Sales & Business Development of Carbonflow (Jane Capital – San Francisco), a Kyoto Protocol based μ -credit exchange.
- 2000-2001 **KINTANA, acquired by Hewlett Packard Mercury Interactive (2001)** Mountain View, CA
Vice President & General Manager – Hosted Business Unit
- Launched and supervised hosted e-CRM business for small and midsize businesses
 - Established new \$1.2 Million Financial Services & Telecom sector business.
- 1999-2000 **PREVIEW SYSTEMS** Cupertino, CA
Vice President, Marketing
- Successfully executed initial public offering (NASDAQ: PRVW); wrote the red herring, coordinated SEC responses and completed successful investor road show.
- 1995-1998 **ORACLE** Redwood Shores, CA
Vice President, International Business Development and Field Operations
Senior Director, Strategic Channel Development (Office of the President)

- Developed global E-commerce and SCM partnerships with leading European and Asian systems integrators and distribution partners totaling over \$10 Million in incremental business; coordinated to ten country business development council; consulted on emerging market development strategy; drove initial strategic planning and analysis for Oracle Network Computer business

1991-1994

MICROSOFT

Tokyo, Japan

Business Unit Manager, Far East, Channel Distribution

- Managed period of dynamic growth in Microsoft's Far East (Japan, Korea and Greater China) desktop product distribution business and operations; Grew P&L 40% to \$190 Million. Developed and successfully executed market entry plans for Microsoft Consumer (Microsoft @Home) products, channel and organization. Successfully managed first Far East TechEd (1994)

Business Unit Manager, Europe, Enterprise Server Products

Paris, France

- Developed and managed new Pan-European enterprise business unit (12 subsidiaries); grew P&L from \$25 Million to \$120 Million through distribution over three years. Drove growth in existing western markets and developed emerging east Europeans businesses for Retail and consumer business.

1987-1991

3COM

Santa Clara, CA

International Product Line Manager

- Lead cross functional team in negotiating and implementing strategic \$3.5Milion manufacturing transfer with Bull HN to meet local content requirements for the Australian Tax Office & UK's Inland Revenue; managed \$2 Million; Managed Chinese Network Server manufacturing business and led international localization team for French language 3Com-Microsoft LAN Manger (WindowsNT).

EDUCATION

2004-2006

COLUMBIA BUSINESS SCHOOL, Columbia University
MBA, February 2006

New York, NY

Dean's Honor Roll

2004-2005

HAAS SCHOOL OF BUSINESS, University of California, Berkeley.
MBA, December 2005

Berkeley, CA

1985-1987

STANFORD UNIVERSITY

Stanford, CA

MS, Material Science & Engineering, June 1987

1979-1983

HUMBOLDT STATE UNIVERSITY

Arcata, CA

BS, Physics, June 1983

BA, French; BA, German; Minor in Mathematics

UNIQUE QUALIFICATIONS

- Language Skills: Native fluency in English, French, and German
- US/EU citizenship; Canada: landed immigrant
- Engineer In Training (EIT) License, State of California
- FAA Private Pilot License

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- SKILLS
- Project Management
 - Marketing Research and Pricing
 - Drive-to-Result
 - Go-To-Market Strategy
 - Analytical and Quantitative
 - Communication

- EDUCATION
- University of California, Berkeley**—Haas School of Business
Master of Business Administration, May 2008
- Pacific Rim Club, Technology Club, Entrepreneurs Association, Digital Media Entertainment Club; >Play Conference organizer.
 - Graduate Student Instructor for Spring 2007 Intermediate Accounting.

- University of Texas, Austin**—McCombs School of Business
BBA in Management Information System, August 2001
- Graduated with Distinction; Dean’s Lists; Golden Key Honor Society.

- EXPERIENCE
- Spring 2008
- Mozilla** Mountain View, CA
Student Consultant (non-paid; school credits earned)
- Researched and evaluated potential Weave applications including social search, collaborative filtering, recommendation, and discovery services.
 - Conducted meetings with potential Firefox application developers (Digg.com, Aggregate Knowledge, and Kaboodle) to understand interests, concerns, and requirements for the platform.
 - Evaluated third-party developer and user adoption strategies for the Weave platform.
 - Presented findings and recommendations to the Weave team.

- Summer 2007
- Cisco System** San Jose, CA
Product Management Intern
- Researched and analyzed industry trends, customer needs, and competition in the virtualization space.
 - Studied successful virtualization products and analyzed their marketing approaches.
 - Recommended a product positioning and go-to-market strategy, which included product versioning, target segments, partnerships, complimentary products, and promotion venues.
 - Presented recommendations to senior management and the product team.
 - Contributed to product launch by evaluating competitors’ marketing materials.

- 2001 - 2006
- Capital One** Dallas, TX
Auto Finance Division—Decision Support Group
Project Manager (2005-2006); Business System Analyst (2004-2005); Developer (2001-2004).
Received two promotions; a third was discussed before leaving for school.

- Project Management**
- Led a cross functional team of seven to successful, on-time, on-budget completion of one of nine tracks in Auto Finance’s largest-to-date integration project budgeted at \$9M. The project allowed on time year-end financial reporting and received high recognition from the CIO and customers.

- Led three team members through requirement gathering, system analysis, and development of a data warehouse system that enabled loan collection analysis, which cut loss of payment by \$18M annually.
- Owned a critical, central data mart that was the source for all loss analysis and reporting. Guided the product through four releases and achieved one of the highest satisfaction ratings from customers.

Communication and Leadership

- Facilitated portfolio's weekly project update and prioritization meeting with business customer groups.
- Influenced management to modify the change management process, improving time-to-market by 20% for fast-track projects.
- Coached a developer to become a better overall performer, improving his delivery rate.

Analytical Problem Solving

- Analyzed a Quality Assurance process bottleneck and recommended a solution that improved delivery time for 30% of projects.
- Analyzed title collection process and improved the accuracy of measuring operators' performance by 20%.
- Analyzed an error-ridden, labor intensive reporting process and devised an automated approach that provided accurate data and freed up two full-time resources.

PROJECTS

Marketing Research:

- Designed surveys to estimate the percentage of Peru's solar energy market that can be captured by targeting Peruvian expatriates in the United States.
- Analyzed collected data and made recommendations to the client on how to capture this market.

Entrepreneurship/Product Management:

- Created a Knowledge Management product concept that employed social networking, tagging, and collaborative filtering, which aimed at better enterprise knowledge search and discovery.
- Conducted customer research and competitive analysis to find key differentiation areas and unique positioning for the product.

MBA ELECTIVE COURSEWORK

Marketing

- IT Based Marketing
- Marketing Research
- Pricing
- Independent Study
- Product Management Speaker Series

Finance

- Corporate Finance
- Financial Analysis
- New Venture Finance

General Management/Strategy

- Entrepreneurship
- Competitive Strategy
- Managerial Accounting
- Creativity and Personal Mastery
- Negotiation and Conflict Resolution

ADDITIONAL

Work Status: US Citizen.

Interests: Soccer, football, golf, photography, movies, traveling, and technology.

Languages: Fluent in Vietnamese.

Tools: SQL, SPSS, Stata, Office.

SUDEEP GOEL

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SUMMARY

- Seasoned professional with experience in corporate business development, engineering, management and operations at companies such as Walmart.com, Applied Materials, Xerox
 - Analyzed and formulated new business development and investment strategy for Applied Materials in the field of smart grid and carbon trading
 - Conducted industry research and performed competitive analysis to develop, formulate and present M&A pipeline to senior management at Applied Materials
 - Built relationships with business units, corporate firms, startups, investment banks, and other venture groups
 - Played instrumental role in launch of various initiatives at Walmart.com - Site-to-Store, Online music store, online returns, site redesign, data push, zero downtime releases
 - Conceptualized and started a pharmaceutical distribution business in India
 - Expert level user of Power Point, Excel - pivot tables, macros, complex financial models
 - MBA in Finance and Strategy from UC Berkeley/Columbia Business School
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PROFESSIONAL EXPERIENCE

Applied Materials

Manager, Corporate Business Development

Santa Clara, CA

Mar'08-present

- Developed detailed business development and investment thesis for smart grid and carbon trading sectors and presented to Applied's senior management
- Evaluated business plans, conducted market research, financial modeling and due diligence on cleantech, software, semiconductor and display related venture investment leads
- Executed and closed divestiture deals from initial staging, due-diligence, bidding, legal diligence co-ordination and transition of business unit to buyer
- Analyzed financial statements of potential M&A targets and created excel based dashboard templates to standardize ongoing analysis and reporting
- Performed portfolio valuation, write-down analysis, quarterly financial reporting and exit analysis for Applied Ventures
- Performed industry analysis using Capital IQ, ThomsonOne, VLSI Research to identify M&A targets and prepare board of directors presentations on Applied Materials' M&A strategy
- Participated in campus recruiting process to hire summer interns and mentored them to bring onboard with corporate development team

KPMG LLP

Summer Associate, Transaction Services - Business Due Diligence

San Francisco, CA

May'07-Aug'07

- Conducted secondary market research, interviewed industry experts and built a production cost model to determine a telecom client's competitive position in the industry
- Performed due diligence services on behalf of a mid-market private equity firm and prepared detailed client reports on a carve-out deal in food processing industry
- Analyzed Manufacturing & Supply-Chain integration strategy of a potential target and advised the client on post spin-off risks and opportunities
- Conducted in-depth interviews of target company management, clients and industry experts to identify the proposed investment's key value drivers

Walmart.com
Engineering Manager

Brisbane, CA
Mar'03-May'07

- Led projects for several high profile, multi-team development assignments such as Site-to-store, online returns, Media (movies, music) downloads, online user reviews, and release management
- Managed core catalog engineering team consisting of nine engineers
- Received several letters of recognition and commendation from CTO and VP of Walmart.com
- Conducted data analysis to design and implement online music catalog by testing and cleaning large volume of data
- Managed ongoing catalog projects to integrate third parties/suppliers in Wal-Mart's supply-chain
- Designed , developed and programmed database systems to enable online product returns
- Worked with cross functional teams to enable timely launch of redesigned website prior to peak holiday season

Aptimus Inc
Senior Consultant

San Francisco, CA
Dec'99 -Feb'02

- Team lead for conducting due diligence during the merger of start-up firm and presented results to the executive management
- Led integration committee by preparing presentations and conducting town-hall meetings

Apex Technologies
Business Analyst

Bangalore, India
Jul'98-Nov'99

- Responsible for product management by interacting with tier one customers in general insurance industry

Xerox
Senior Engineer, Materials Sourcing and Quality

New Delhi, India
May'95-Jun'98

- Worked and negotiated contracts with Xerox suppliers to build materials supply chain
- Designed plant layout to streamline the manufacturing process for refurbished Xerox machines

EDUCATION

University of California, Haas School of Business
MBA, Finance, Accounting & Strategy

Berkeley, CA
May'08

Columbia Business School
MBA, Exchange Student

New York, NY
Fall '07

National Institute of Technology
Bachelor of Engineering, Production and Industrial Engineering

Allahabad, India
May'95

- President, Society of Production and Industrial Engineers

ADDITIONAL INFORMATION

- Research tools: Capital IQ, Thomson One, Venture Source, Venture Expert, VLSI Research
- Software skills: Unix, Oracle, PL/SQL, SQL, Relational Databases, Excel, Power point
- Interests: Reading, Yoga, Music, Traveling
- Residency Status: US Permanent Resident

AMIT JAIN

2176 Hunter Place, Santa Clara CA 95054

Phone: (408) 727-6457 (H) / (408) 387-9965 (C); Email: amit.jain@mba.berkeley.edu

Summary	An experienced project manager/financial analyst with top-notch education and diverse work experience in small/large, public/government/private, for-profit/non-profit, union/non-union settings. Business expertise in analyzing complex projects for strategic fit and financial viability. Experienced in leading cross-functional teams. Proficient in process integration and streamlining operations for maximum efficiency. Strong computer background and people skills.
Education	Haas School of Business, University of California at Berkeley Master of Business Administration (including SOX Compliance Strategies for Financial Executives Program) New Mexico State University, Las Cruces, NM M.S. in Chemical Engineering
Experience 2007-Present	Kaiser Permanente, Northern California Regional Offices, Oakland, CA Lead Senior Financial Analyst <ul style="list-style-type: none">• Analyzed supply/demand data to create \$1M to \$1B+ capital appropriation requests for Hospital, MOB, Equipment, Real Estate projects. Presented results/recommendations to executive level offices.• Estimated the ROI using NPV, IRR, Contribution Margin, and P&L statements.• Improved productivity, reduced error rates, and ensured standardization by creating process flow charts.• Created lease vs. build vs. buy analysis models and trained Area business strategy and finance personnel.• Participated in planning and development of regional, departmental, and/or functional budgets.
1996-2006	Intel Corporation, Santa Clara, CA, Engineering Manager (1999-2006) / Senior Process Integration Engineer (1996-1999) <ul style="list-style-type: none">• Analyzed the future business needs, persuaded the management to start a new group, and grew it from two people to a 12 people team in less than two years.• Led the development of a major database to track utilization, downtime, and success rate for ten labs consisting of 300 users.• Led a user group of over 50 technologists/managers to deliver next generation tools and processes for new product development.• Developed a model for staffing and equipping labs. Analyzed the shift structure and changed the legacy shift structure from 4x10 to 5x8 saving over 75% (\$50,000/year) of the overtime costs.• Performed detailed utilization/downtime analysis and reduced preventative maintenance needs by 20%.• Improved the throughput time of a major prototype debugging process by 50%.• Improved the yield of a critical reliability verification process from 75% to 99%.• Chaired the organizational culture improvement team and introduced metrics to measure the employee satisfaction. Improved group employee satisfaction from <50% to 80% via tangible action items.• Negotiated with major vendors to develop new tools at 70% of the existing tool costs. Performed “should cost” analyses and used long-term contract incentives to negotiate over \$5M in discounts.
Other Experience	Sares-Regis Group of Northern California, Financial Analyst Intern, San Mateo, CA <ul style="list-style-type: none">• Financial modeling of complex real estate deals.• Creation and maintenance of budgets for active and potential development projects.• Creation of project plans with key milestones to manage the due diligence process.• Evaluation of consulting contracts including coordination with legal consultants. Rockwell /Lockheed, NASA White Sands Test Facility, Senior Scientist, Las Cruces, NM <ul style="list-style-type: none">• Co-managed a team of three technicians.• Published standard operating procedures for five NASA tests and developed an ASTM test.• Monitored tests and created technical reports. Theta Industries, Applications Engineer, Port Washington, NY <ul style="list-style-type: none">• Developed new markets and directed new product introduction.• Directed the sales team, trained users, and developed a new customer retention program.• Directed the test laboratory.
Additional	<ul style="list-style-type: none">• Project management, productivity, team building, and leadership courses.• Funded entire education through merit based scholarships.• Completed undergraduate diploma in French (current fluency - technical reading).• Interests include community service, crossword puzzles, traveling, and sports.

ASHWATH KAKHANDIKI

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Redwood City, CA 94065

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HIGHLIGHTS

- Well-rounded professional with ten years experience in enterprise software marketing, management, and development
- Skilled at creation and deployment of end-to-end marketing campaigns for enterprise software
- Expertise in communicating enterprise software strengths and benefits, with a proven record of teaching/conducting top-ranked seminars and workshops
- Wide experience in working closely with geographically dispersed teams across functional and organizational boundaries
- Seven years of technical and functional experience in enterprise applications (SAP ERP, BW, BusinessObjects)

PROFESSIONAL EXPERIENCE

2008 – present

SAP (Palo Alto, CA) (*Enterprise Software market leader with annual revenues of \$11 billion*)

Program Manager for Marketing and Business Development

- Increased sales by 29% by creating and deploying go-to-market and channel-development strategies for SME segment in North and South America. Corrected and clarified pricing structure after analyzing competitive pressures and market conditions.
- Developed positioning and messaging guides for database products in the SME segment, using knowledge of SME needs and willingness to pay. Crafted and executed online marketing strategy aimed at SMEs (Websites, Forums, Wikis, Online learning, and Newsletters).
- Developed Partner Success Kit explaining value proposition for partners to promote SAP database products. Trained VAR partners in communicating product strong suits to customers.
- Created cross-industry program to collect and distribute customer references, resulting in first successful references in North and South America.
- Supervised the execution of multiple business development programs within the data management team, including new revenue initiatives and technology partnerships in APAC and EMEA regions. Communicated progress of each program to senior executives.
- Invited to publicize product strengths and customer benefits in many internal and external events (Novell BrainShare, LinuxWorld, SAP TechEd).

2002 – 2007

SAP (Palo Alto, CA) (*Enterprise Software market leader with annual revenues of \$11 billion*)

Solution Developer/Product Manager

- Increased number of installations in the US fourfold partly by showcasing product at leading technical events and conducting top-rated presentations and workshops,
- Led team to successfully deliver SAP Content Server solution with reduced budget and ahead of schedule at largest printer manufacturer, also streamlined database management and administration schedule.

- Built a TCO calculator for cost comparison in first six years after go-live. Communicated product assets, comparisons with competitors, and low TCO value propositions in sales and pre-sales presentations.
- Authored database migration document from competitor databases to SAP, instrumental in increasing market share by 60% in five years.
- Managed planning and duty assignment of weekend support during critical projects for Premium Support and Maximum-Attention customers with strict SLA compliance. Executed highest-level technical support, successfully resolving maximum-priority problems related to all aspects of database uptime, performance, and installation.

**2000 -
2001**

Ventro Corporation (Mountain View, CA) (*Provider of B2B solutions for chemical, pharmaceutical, and food industries*)

Application Engineer

- Proactively supported Oracle databases in production environment, averaging 99.99% uptime. Managed support of LDAP and EDI applications, increasing uptime from 85% to 99.99%.
- Administered HTML/Visual Basic tools to monitor site uptime, performance, and scalability, and recommended ways to improve these parameters.
- Continually evaluated support needs and recommended and implemented policies and procedures, leading to stability and performance improvements. Developed monitoring procedures using wide variety of third-party monitoring applications.

1999

Bluedog (Palo Alto, CA) (*Online shopping comparison assistant*)

Oracle/SQL server DBA

- Managed several Oracle and SQL server instances for online startup company, achieving > 99.9% uptime.
- Consolidated more than 30 database instances into 6, reducing database administration time by over 80%.

EDUCATION

▪ **Master of Business Administration**

Walter A. Haas School of Business, University of California Berkeley (expected May 2010)
GMAT: 760 (99th percentile)

▪ **Master of Science** in Physical Chemistry, University of Pune, Pune, India, 1995
Graduated with First Class with Distinction, Ranked First in Graduating class

▪ **Bachelor of Science** in Chemistry, University of Pune, Pune, India, 1993
Graduated with First Class

ONGOING PROFESSIONAL DEVELOPMENT

- Nominated for **Kepner-Tregoe Advanced Management class**
- **SAP courses and workshops:** DP (Demand Planning), APO (Advanced Planner and Optimizer), R/3 Basis Administration, Performance and Benchmarking

HONORS

- **Best Graduating Student Award** (1995), Nowrosjee Wadia College, University of Pune
- Member, **MENSA** International

JAMES H. LIE

408-674-8587

jameslie18@yahoo.com

San Jose, CA

EDUCATION

MBA, Haas School of Business, UC Berkeley, Dec 2008

BS, Electrical Engineering and Computer Science, University of California, Berkeley, May 1998

WORK EXPERIENCE

Product Marketing Manager

Cypress Semiconductor Corp., San Jose, CA

June 2006 to Present

Responsible for >\$36M revenue in 2008, marketing activities for various products targeting consumer, military, and broadcast video markets.

- Execute cross-functionally with Applications, Product Engineering, Design
- Present to CEO and executive VPs on product launches and business updates quarterly
- Product management activities
 - Create business plan for potential color and light sensor products for consumer market
 - Create HDMI-CEC product proposals and demo, test customer acceptance for consumer TV market
 - Launch HDMI switch for DTV market, with business plan, pricing, and collaterals
 - Directly engage customers worldwide (Sony, Vestel, etc.) for design-in and definition
- Business development activities
 - Manage VME, HOTLink PHY, and Equalizer products, growing 2008 BU revenue by 14%
 - Closely work with Product Engineering to create \$6M VME business for 1H 2009
 - Provide pre-sales and post-sales support to customers and sales worldwide, for professional broadcast video and military markets
 - Create customer and product press releases, organize participation in key industry tradeshows: NAB (National Associations for Broadcasters), IBC (International Broadcasters Conference)

Applications Manager/Engineer

Cypress Semiconductor Corp., San Jose, CA

1998 to 2006

Achieved increasing promotions from individual contributing engineer to manager of 6 engineers

- West Bridge – Logic device for mass storage in consumer mobile handset
 - Drive product requirements definition activities
 - Manage outside vendor to create SystemC model for Motorola
 - Define whole product collaterals for silicon product (datasheets, user manuals, etc.)
- POSIC - Protocol over SONET/SDH Framer
 - Target MSPP applications, including Ethernet over SONET/SDH
 - Author new product specifications for next-generation protocol framer
 - Support and promoted to top-tier customers worldwide including Siemens and Fujitsu
 - Train field engineers on protocols and product specifics
- Programmable logic (PLD) and PSI
 - Pre-sales and post-sales customer support and demonstrations for Ultra37000 and Delta39000 CPLD products
 - Define specs for the Programmable Serial Interface (PSI™) product, a cross between CPLD and serdes (1.5Gbps, 2.5Gbps)
 - Create MCM substrate netlist and substrate routing requirements. Wrote VBA scripts for automation. Interfaced with Product Engineering for substrate development

Interval Research Corporation, Palo Alto, CA – Aug. 1996 to Jan. 1997

- Layout, constructed, and tested PC Boards, firmware on Microchip PIC, and VBA programming.

Lawrence Berkeley National Laboratory, Beam Electrodynamics Group – 1996 to 1998

- Performed impedance measurements and application programming in C and Perl.

NOTEWORTHY

- Fluent in English, Mandarin, and Cantonese
- Proficient in MS Word, Excel, PowerPoint, Visio, and other applications
- Nine granted patents (7024653, 7010772, 6649832, 6734504, 6643833*, 6671868, 6683468, 6592269, and 6880145)
- Presented "Virtual Concatenation, LCAS and GMPLS: Right Ingredients for Next Generation Transport Networks" in the March 2003 Beijing International IC conference.
- Presented "Low Order SONET/SDH Channels for Metro - How Many?" in September 2003 Communications Design Conference (CDC).
- Presented "Embedded Programmable Logic at the Physical Layer" at 2002 Communications Design Conference (CDC)

EDUCATION

- 2006-2008 **University of California, – Walter Haas School of Business** *Berkeley, CA*
Master of Business Administration, Marketing and Strategy
- Business plan presented to VCs – Efficient Solar Cells
 - Solar and Wind industry surveys in India and China
- 1994-1996 **The Pennsylvania State University** *University Park, PA*
Ph.D. Computer Science & Engineering (successfully written research grants totalling \$330k)
- System Level Power Analysis and Energy Optimization
- 1987-1988 **Syracuse University** *Syracuse, NY*
M.S. Computer Engineering
- 1983-1987 **Indian Institute of Technology** *Bombay, India*
B.Tech. Electrical Engineering

SELECTED PRESENTATIONS AND PUBLICATIONS

- “Accurate Estimation of Combinational Circuit Activity”, Huzefa Mehta, Manjit Borah, Robert Michael Owens, Mary Jane Irwin, *32nd Design Automation Conference 1995*. (Presented at San Francisco)
- “Small Signal Model for Low-Power DSP”, Huzefa Mehta, Robert Michael Owens, Mary Jane Irwin, *Symposium on Low Power Electronics 1995*. (Presented at Santa Clara, CA)
- “Some Issues in Gray Code Addressing”, Huzefa Mehta, Robert Michael Owens, Mary Jane Irwin, *International Conference on Acoustics, Speech and Signal Processing 1996*. (Presented at Ames, Iowa)
- “Instruction-Level Power Profiling”, Huzefa Mehta, Robert Michael Owens, Mary Jane Irwin, *33rd Design Automation Conference 1996*. (Presented at Las Vegas, Nevada)
- “A Simulation Methodology for Software Energy Evaluation”, Huzefa Mehta, Robert Michael Owens, Mary Jane Irwin, *The Tenth International Conference on VLSI Design 1997*. (Presented at Hyderabad, India)

OTHER ACCOMPLISHMENTS

150 mile 6-stage ultra run across the Sahara (2001), 112 mile single stage ultra run across Arabia (2002), several marathons, century rides, triathlons and participated in the Kona International Ironman (2003), expedition to Denali (top of North America)(2008).

CORE COMPETENCIES

Results driven, management of cross functional deliverables, diversity of experience and skill set, fast learner, focus on quality and efficiency improvement in process and cost reductions, analyze market conditions, ability to successfully analyze an organization's critical business requirements, identify deficiencies and potential opportunities, develop innovative and cost-effective solutions, and improve customer service offerings.

INTERESTS Travel, adventure racing, climbing, triathlon, skiing, scuba diving, community service, Toastmasters (Advance Toastmasters - Gold)

REFERENCES Available upon request

ADITI PATWARDHAN

Fremont, CA 94539 (925) 525-2374 aditip@mba.berkeley.edu

SUMMARY

An accomplished **Program Manager** and **Product Development Professional** with an MBA from Haas Business School, UC Berkeley with a broad background in program, product, and project management spearheading the transfer of technology and coordinating the efforts of multiple functions to bring innovative technology products to market.

- A successful business strategist able to bring products from concept to launch addressing schedules, budgets, features, technical specs., performance and manufacturability.
- A highly effective collaborator and communicator leading multiple internal and external resources to complete tasks efficiently with a focus on business analysis, goal setting, and project tracking.

EXPERIENCE

Program Manager, Technology Integration and Transfer

FORMFACTOR, INC., Livermore, California

2004 to Present

FormFactor is the industry leader in the design, development, manufacture, sale and support of precision, high-performance advanced semiconductor wafer probe cards using MEMS technologies.

Program Management

- Integrate efforts across different processes groups to successfully introduce new products to market quickly and with minimal performance issues.
- Evaluate metrics for Manufacturing and Financial impact of new product introductions.
- Managed the chemical analysis laboratory, including resources, capital expenditure and spending plans, operating procedures and capabilities.
- Mentored and trained other chemists and shared expertise in process engineering and manufacturing for all aspects of solution chemistry.
- Lead cross-functional teams of Researchers, Engineers and Marketing professionals to develop new MEMS technologies and release capability into volume manufacturing.
- Evaluate design and process alternatives, determine risks and mitigation plans, and develop alternative approaches to meet target technical specifications based upon customer requirements.
- Prepare project plans, status reports, technical presentations and applications material for review by executives and customers.

Process Development

- Evaluated critical production tools and processes for MEMS microspring fabrication.
- Establish a uniform process for incoming chemical quality assurance and acceptance decisions for new chemical or material introduction into lab.
- Improved process characterization and control using Statistical Process Control (SPC).
- Supported the successful on-time launch of a new \$50 million fabrication facility, designed analytical laboratory and provided guidance to facilities, environmental health and safety.
- Developed tests for evaluating compatibility of materials with electroplating chemistries.

Project Manager

EMERSON CLIMATE TECHNOLOGIES, Sidney, Ohio 1995 to 2003

- Identified resource needs for projects, strategically evaluated out-sourcing alternatives, and managed and allocated resources including capital and expense budgets.
- Prepared and presented reports for Application Engineers and OEM customers.

Projects:

- Led the new Lubricant/Refrigerant program for a new 'green' home a/c product, interfacing with a cross-functional team of engineers, suppliers, marketing managers.
- Researched techniques to evaluate material wear characteristics; reduced product development time by 9 months by implementing an innovative bench-test protocol.
- Recommended & qualified lube formulations for applications ranging from open-loop Digester gas systems to closed-loop building air-conditioning systems.

TECHNOLOGIES & METHODOLOGIES

Proficient in MS Office Suite (Word, Excel, PowerPoint, Project, Access, Visio), Statistical Analysis software (JMP), Working knowledge of PROMIS (workflow management), VMS operating system, MySQL, Visual Basic.

EDUCATION

Master's Degree of Business Administration, 2007

UNIVERSITY OF CALIFORNIA AT BERKELEY – HAAS SCHOOL OF BUSINESS

- Finalist in the Lester Center's Business Plan Competition (Team Leader).
- 2006 Recipient of the Turner Fellowship for Entrepreneurship.

Master's Degree in Chemical Engineering, 1995

WEST VIRGINIA UNIVERSITY, Morgantown, West Virginia

- Thesis on Residence Time Distribution (RTD) model for a coal gasification reactor (Sponsored by US DOE)

Bachelor's Degree in Chemical Engineering, 1992

INDIAN INSTITUTE OF TECHNOLOGY, Kharagpur, India

MAHEEN A. SAMAD

1354 Dale Avenue #16, Mountain View, CA 94040, mobile: (303) 870-8829

maheen_samad@mba.berkeley.edu

SUMMARY Innovative manager with proven success developing leading-edge commercialized semiconductor products. Skilled in team leadership, technological creativity, strategic analysis, mobilizing cross-functional support, and decision-making in complex situations. Technical experience includes product research, definition, design, and development. Business experience includes corporate strategy, strategy consulting and venture investment.

EDUCATION **Walter A. Haas School of Business, University of California, Berkeley**
Master of Business Administration, May 2009; GPA: 3.88

- Emphasis in Strategy and Finance, top grade in Finance among 237 students
- Competitions: McKinsey Bus. Tech. Challenge, Nokia Business Plan Competition

Cornell University, Ithaca, NY

Master of Engineering, School of Electrical Engineering, August 2001; GPA: 3.82

Bachelor of Science, School of Electrical Engineering, May 2000; GPA: 3.78

- Graduated *magna cum laude* in three years, Dean's list for every semester
- Recipient of the Lockheed Martin Engineering Scholars Award and internship

PROFESSIONAL EXPERIENCE

Xilinx Corporation **San Jose, CA**

Worldwide leader in the Programmable Logic Device market with revenues of \$1.85 billion

Fall 2008 **Corporate Strategy, Consultant for the Strategic Planning Group**

- Advised the executive staff with data-driven analysis to determine future product portfolio initiatives.
- Defined optimal product positioning for next generation products after evaluating our current product portfolio against that of the immediate competition and potential future competition.
- Planned \$975M of program-level resource allocation to surpass corporate ROI targets, proposing and modeling program portfolio scenarios to identify the most profitable use of R&D and marketing resources.
- Optimized product definition process by generating new frameworks to analyze the impact of revenue cannibalization between product families.
- Analyzed performance of companies within the semiconductor industry value-chain to forecast potential growth opportunities and identify potential threats to the current business.
- Identified new business models that improve ROI and generate less cyclical revenue streams.

BearingPoint **Redwood City, CA**

Summer 2008 **Management Consulting, Consultant - Strategy & Transformations Group**

- Identified key factors of an Ivy League university's business model while advising on the transformation of its entire sponsored research function.
- Developed strategic prioritization frameworks to quantitatively and qualitatively evaluate potential university-wide projects, resulting in a validated optimal course of action.
- Built sophisticated and flexible financial models to analyze the proposed \$100M multi-year roadmap.
- Collaborated with client teams to gather insight and presented guidance to client and internal leaders.

Xilinx Corporation **San Jose, CA**

2001-2008 **Integrated Circuit Design Engineering, Semiconductor Products-Research & Development Group**
Staff Design Engineer (2006-2008), Senior Design Engineer (2004-2006), Design Engineer (2001-2004)
Leadership and Management

- Led over ten product development projects with teams of up to eleven experienced engineers. All projects exceeded market requirements, enabling the success of Xilinx's \$210 million/year high-volume product line.
- Volunteered to restructure the initiatives and execution plan of a previously mismanaged critical project, allowing a new \$140 million/year product platform to reach a lucrative new customer segment.
- Drove organizational growth by identifying a mixed-signal expertise void, organizing fragmented company-wide knowledge, and coaching 8 engineers to be 60% more productive in mixed-signal design methodologies.
- Saved \$90,000 of travel costs by managing an intricate project across two continents with efficient methods of communicating complex information.

Analytical Problem Solving

- Contributed to the design cycles of four leading-edge FPGA product families, influencing product planning, design specification, circuit implementation, circuit verification, layout verification, initial characterization, yield enhancement, failure analysis, and production launch.
- Innovatively solved technical hurdles, resulting in 7 filed patents used in commercialized products.
- Presented multiple design reviews under the scrutiny of company experts, which gained approval for manufacturing products with initial costs greater than \$5 million.

Highlighted Project Achievements

Memory Controller – Project Lead for 1.5 years

- Led a five-person engineering design team and several cross-functional teams to drive Xilinx's first hardened multi-port memory controller.
- Architected the data flow, clocking structures, and integration with internal FPGA components, overcoming several unique hardware and software coordination challenges.
- Integrated multiple operating modes (DDR3, DDR2, DDR, MobileDDR) to build a high performance (533MHz) controller to address many customer applications.

Switched Capacitor Analog to Digital Converter – Project Lead for 2 years

- Led an eleven-person design team to develop a switched-capacitor, 12-bit, 1MSPS converter that addressed a \$120 million new market opportunity.
- Defined novel features for the target market including: Dual channel simultaneous sampling, Internal reference generation, High-speed processor interface, Optional 2x signal attenuation.
- Architected overall system behavior and designed the digital processing core, mixed-signal interface logic, processor interface protocols, and critical analog structures.
- Generated and executed on a test-chip evaluation plan that proved functionality and performance within two days of receiving first silicon.
- Completed project 3 months ahead of schedule and its success prevented the \$10 million cost of an outsourcing alternative.

Digital Frequency Synthesizer – Project Lead for 2 years

- Created a tri-mode digital frequency synthesizer by specifying ambitious design requirements, implementing innovative features, initiating input from marketing teams, and using hybrid custom and hdl-synthesis design methodologies.
- Designed a novel dynamic frequency changing feature that enabled spread spectrum clock generation, dynamic system power optimization, and adaptive data-rate control.
- Developed a low-jitter clocking mode that removed frequency/phase wander and enabled high-speed video data flow applications.
- Architected a high bandwidth voltage regulator for the clock management system, reducing area cost by 50% and energy consumption by 60% while simultaneously increasing noise rejection performance by 15% versus prior structure.

Other Designs – Project Lead and Individual Contributor Roles

- LVDS - Designed a multi-standard 1.2Gbps LVDS driver that endured 90nm process uncertainty with programmable flexibility that prevented \$700,000 of additional mask costs.
- Developed a Bandgap-Based Chip-Wide Analog Regulation Scheme to fix an intricate, hard to simulate, oscillation problem of the prior generation scheme, created novel matching layout structures, and flexibly balanced product lifetime versus performance tradeoff.
- Analyzed and designed circuits used for configuration memory read-back.

ADDITIONAL EXPERIENCE

- 2007 - Current **Keiretsu Forum** - Leading angel investor network with \$50M annual investment **San Jose, CA**
Associate
- Screened business plan presentations to identify high-potential ventures that fit the forum's investment criteria.
 - Developed a business performance framework to quickly assess the viability of potential business ventures.
 - Created and presented a sponsorship expansion strategy to triple the forum's current sponsorship.

PATENTS AND PUBLICATIONS

Patents

- Samad, M., Kaviani, A. "A Circuit for and Method of Generating a Frequency Aligned Clock Signal." Xilinx, Inc., assignee. US Patent 7,236,026. 29 June. 2005
- Samad, M. "Adjustable-Ratio Global Read-Back Voltage Generator." Xilinx, Inc., assignee. US Patent 6,815,998. 9 Nov. 2004.
- Samad, M. "Method and Circuit for Generating a Constant Current Source Insensitive to Process, Voltage and Temperature Variations." Xilinx, Inc., assignee. US Patent 6,774,666. 10 Aug. 2004.
- Samad, M. "VDD Detection Path in Power-Up Circuit." Xilinx, Inc., assignee. US Patent 6,759,852. 6 July. 2004.
- Samad, M. "Voltage Level Shifter Using Current Mirroring." Xilinx, Inc., assignee. (pending)
- Kaviani, A., Samad, M. "A Circuit for Digital Frequency Synthesis in an Integrated Circuit." Xilinx, Inc., assignee. (pending)
- Samad, M. "A Circuit for and Method of Changing a Frequency in a Circuit." Xilinx, Inc., assignee. (pending)

Publications

- Samad, Maheen. Self-Timed Adaptive Sampling-Frequency Analog to Pulse-Width Modulation Converter. Masters thesis. Cornell University, 2001.

Vikram Singhvi

4810 Garnet Common, Fremont CA 94555

Phone: 510-449-3254/510-745-0762

vikram_singhvi@yahoo.com

Work Status: US Citizen

Summary:

- Around 14 years of extensive **Project Management** experience in managing implementation of large-scale, complex, multi-disciplined, cross functional and highly visible projects/programs. Undertaken various projects in Business Process Re-engineering and in CRM implementations with roles ranging from **Program Manager, Project Manager, Integration Manager & Team lead.**
- Worked in Oracle CRM Strategy product development group, worked on 2 new product development & releases from concept to delivery phase.
- Brings best delivery methods from working in Big 4 consulting companies such as **Accenture & Capgemini Ernst & Young.**
- Proven track record of managing multiple projects and on-time delivery with Zero defects and within Budget guidelines, Experience of tracking projects both at Strategic as well as at Tactical level.
- Proven experience to lead both process only business activities as well as process / IT system related activities. Experienced in broad range of industries to identify and map strategic business needs to various applications.
- Ability to work in a fast-paced environment with shifting priorities. Exceptional at building teams and motivating engineers/analysts to create an innovative and dynamic environment.

EDUCATION

- **MBA- Walter A Hass School of Business, UC Berkeley & Columbia Business School, New York & — Dec 2009.**
- Masters in Industrial Management, National Institute of Industrial Engineering (N.I.T.I.E), Mumbai.
- BS in Engineering, Jai Narayan Vyas University of Jodhpur, Rajasthan.

Project Management Expertise:

- **PMP-Project Management Institute certified**
- Proficient in **DMAIC** methodologies
- Accenture Core Manager School Certification
- Proficient in Accenture ADM
- Capgemini Ernst & Young EM (Engagement Management) certified
- Capgemini Ernst & Young EAC (Entreprise Application Consultant) certified
- Expertise in Capgemini RAPID delivery method.

Proven track record in pursuit/proposal, estimating, scoping, scheduling, effort pricing, staffing, engagement deliverables, client relationship building, risk management, communication management, financial control, engagement tracking, quality management and control, Vendor management, project close down and other aspects of project management.

PROFESSIONAL EXPERIENCE

Accenture LTD

Manager, Management Consulting, Business System Integration

Jul 07 – Present

Client: NetApp, Inc.

Role: PMO solutions team- Project Gator

Oct 08-Dec 08

Vikram Singhvi

- NetApp engaged Accenture to validate the direction of sales and marketing technologies vis a vis the business needs through an assessment project. The assessment focused on development of a Future State Architecture across the Quote-to-Order lifecycle of the business. **Evaluating Oracle and Salesforce.com product features.**
- Worked in the PMO office to develop tactical and strategic solutions to add value to processes through IT applications, various responsibilities included: Preparing workshop documentation. Creating executive level client presentations. Developing final deliverables, responsible for communicating project status, preparing weekly status reports, facilitated weekly status meetings, planned staff requirements and estimates.

Client: Cisco Systems, Inc

Role: Program Manager, PMO Solutions team

- Worked on Cisco's Commerce Business Transformation (CBTO) Program. Various initiatives in this program included :
 - **Single Trading Company project** targeted to expand Cisco's presence into emerging markets.
 - **Whole offer foundation project** targeted to enable Cisco's partners and customers to purchase a bundle of Cisco offerings (products, services, software, financing etc.) priced and configured to meet their needs worldwide.
- Worked in the PMO solutions team to facilitate the EU24 countries rollout option decision making and perform implementation planning. This included working with the Program Management Office to structure and plan the program as well as working with various work streams within the program, with a focus on design to help shape the solution for EU24 countries. Created weekly status reports, facilitated weekly status meetings (both core project team and stakeholder meetings), developed materials for operating/guidance committee meetings, managed the overall project work plan and managed all issues/risks for the project. Created a dashboard to track the functional success of each project.
- Led the requirements/scope team. The key deliverables as a requirements lead included, but is not limited to the BRD, scope input into stakeholder presentations, Change Control Process and ITG issue/risk management.
- Developed project approach, timeline, budget and resources.

Client: Google Inc

Role: Project Manager

- Worked as the **Project manager** for Google and Postini post merger IT Strategy project. Acted as a Single Point Contact in IT-Month end book closure activities for different stakeholders.
- Managed the work load of the Development Team members and assigned task accordingly. Worked with resource managers to assure complete and appropriate project resources.
- Responsible for managing tier three support that was the highest level of support at the client which dealt with enhancements to the Oracle EBS 11.5.9 system. Assisted with Support process descriptions, flow charts and documentation. Built an effectively organized and functioning team.
- Maintained the enhancement request process, financial management of the project.

Capgemini US LLC (Capgemini Ernst & Young)

Manager

Feb 05 – Jul 07

Client: Borland Software, Cupertino, CA

Role: Project Manager/Lead

- Worked as a **Project manager for Capgemini US team** for Borland EMEA project to streamline CRM implementation.
- Developed project approach, timeline, budget and resources. Responsible for the development and execution of an implementation plan. Developed project scope definition document and managed overall

Vikram Singhvi

project startup. Acted as primary interface to the Capgemini US, Capgemini Europe, Borland, and third party vendor.

- Defined and managed scope, milestone, and interdependency change management process. Identified and managed interdependencies across EU companies and functional areas to ensure timeline alignment and delivery.
- Led a team of 7 consultants (in US, UK, France) to deliver near term fixes for ebusiness Applications.

Client: Neopost Group, Hayward, CA

Role: Sr. Project Lead

- Implemented and managed various processes such as scope change, configuration change, issue resolution, TAR management. Developed and managed **project** plan to ensure timely completion of implementation.
- Responsible for coordinating detail design creation and reviews, quality of deliverables, testing cycles.
- Involved in design, development, testing and getting the sign off from the users. Trained end users as required.
- Most significant contribution to the project was successfully leading the issues resolution team where I brought down P1 list from 62 issues to 23 issues within first 3 weeks of the CRPII. Served as the first escalation path for issues and change requests throughout the **project**. Implemented ~90 Custom Objects & integration with 8 external applications including Siebel.

Oracle Corporations

Sept 99- Jan 05

Worked in the Oracle development team for the release of 2 new products from conception stage through delivery.

Service Contracts Applications

Role: Senior Project Lead

- Worked in the Oracle Service Contracts team since the product inception, and actively participated in all releases like 3i, 11i, 11.5.5 and so on till 11.5.10+.
- Worked very closely with the AppsIT team for Oracle internal implementation of Oracle Service Contracts module. Responsibilities included working with the product management team from RDD phase till product development following the complete software life cycle and QA hand off, responsible for project status reporting, Document management and Issues management.
- Worked as a project lead/manager for Renewal Re-Architecture project for Oracle Applications 12i that involved entire schema redesign. Other responsibilities included conducting customer eforums, gathering requirements and mapping customer's business flows to existing solution flows and developing RDDs from BRDs.

Shop Floor Management Applications

- **Developed new module for Oracle Manufacturing (Oracle 11i) to meet requirements for Semiconductor industry.** Responsibilities included gathering business requirements from various industry sources and converting them into requirements definition document. Preparing functional and technical design document. Performing user and system testing and finally QA hand off.

Client: Applied Materials, Santa Clara

Involved in the full life cycle project implementation of ebusiness Applications at Applied Materials. Played a major role in thoroughly understanding the business structure and process requirements in the core areas of manufacturing such as Work in Process, Inventory, Costing, and MRP.

Alphasoft Services Corp, CA

May 98- Sept 99

Vikram Singhvi

Client: Symantec Corp, Cupertino

Worked on Inventory & Bill of Material Conversion project. Rolled out central solution, and provided post Implementation support.

Client: Diamond Multimedia, San Jose

Worked as a team member of the *KPMG* development team. Played a key role in identifying customization requirements and business process work-around to address gaps and implement Oracle Applications.

Tata Technologies India Limited, Jamshedpur

Jun 96- Apr 98

Worked on multiple projects at Tata Engineering and Locomotive Co. Ltd. Various projects included developing Work Ordering and Material Requirement System.

AMK Software Pvt. Ltd.(Expert Consulting LTD)

Jan 93- Feb 94

Worked as a software engineer, involved in the development of products such as TIME MANAGER and TaxVISION.

Sree Lakshmi Tatavarty

4262 Diavila Avenue, Pleasanton, CA 94588

(510) 209-7865

sreelakshmi.tatavarty@gmail.com

SUMMARY

An energetic consultant with very good business background and technical expertise, exceptional communication skills and eight and half years of professional experience as a business analyst, project manager and program manager in the hi-tech domain. Over one and half years of MBA related consulting experience in the strategic planning and business development domains performing competitive analysis and complex financial modeling. Domains of subject matter expertise include Global Channels, Supply Chain, Enterprise and Consumer level Sales and Marketing. Can communicate with the business and technical teams equally efficiently and can serve as an excellent liaison between the two. Well versed in the translation of the business concepts into comprehensible functional and technical documentation. Extensive exposure to Data analysis, presenting to the executive teams, Oracle ERP, Operations Management, Business Process Re-engineering and the SaaS business model. I would like to contribute in a role that can utilize my communication, planning, analytical, and multi-tasking, project management and managerial abilities and my Haas MBA skills in a customer facing role.

PRE AND POST MBA CONSULTING EXPERIENCE

- 2008-2009 **BuzzHubNetwork** , SanFrancisco, CA **Consultant, Financial Modeling**
- Analyzed the company's revenue and expense streams and capital expense patterns during a 5 year time frame. Helped the company estimate the money to be raised during various rounds of funding.
- 2007-2008 **4HomeMedia**, Sunnyvale, CA **Consultant, Strategic Planning and Biz Dev**
- Analyzed the Residential Gateway Adapter market for the company. Created a biz dev model targeted at the Channel Partners to help them understand the competitive advantage of the product.
 - Evaluated the current market trends in the Series B financing. Presented the recommendations to the Leadership team.
- 2004-2004 **Commerce One** **Student Project at Haas**
- Worked with Senior Executives to analyze the financial statements and value the company. Identified the critical needs of each one of the segments and made strategic recommendations on the SaaS related product and marketing strategies that will contribute to the company's turnaround

FULL TIME EXPERIENCE

- Nov 2008 - present **EDS Consulting (for Symantec Corp)** , CA **Lead Business Analyst**
- 2003- Nov 2008 **Symantec Corp**, Mountain View, CA **Lead Business Analyst**
- Worked with Consumer Finance, Consumer Marketing and Consumer Support business stakeholders to engage in and deliver their IT initiatives.. The domains of expertise include Enterprise Sales, Global Channels, Enterprise Marketing, Consumer Sales, Consumer marketing and Consumer Support and Reporting.
 - Served as the liaison between the business stakeholders and the technical teams.
 - Managed the project scope, resources, budget estimations and timelines across cross functional delivery teams.
 - Identified risks and led the efforts to suggest ways and means to minimize the same within large complex projects.
 - Spearheaded the requirements gathering, analysis, use case specification and the documentation efforts by partnering with various business stakeholders.
 - Led technical teams to deliver the design, architecture and solution delivery plans.
 - Coordinated the QA and UAT cycles with users across multiple geographic domains. Drafted and reviewed the test plans.
 - Evaluated third party vendors like Comergent, Epsilon and Acxiom for the Quoting, Campaign Management and Marketing automation purposes.
 - Worked with the stakeholders to consolidate, scrub, prioritize and salvage issues and enhancement requests that originate from different source systems and stakeholders.

- Conducted ongoing working sessions with various business stakeholders to keep track of the current issues and potential enhancements that improve the customer satisfaction.
 - Was involved in the Business process reengineering efforts to coordinate incident management, problem management and process management with the leadership teams across various groups
 - Managed the software life cycle and the day to day operations of the Real Time Consumer Support with BPO Centers, related content management systems and the embedded support security products.
 - Led the Product and Pricing team within Symantec to integrate the Symantec and Veritas price list applications and the Oracle 11i Pricing modules. Presented the gap analysis, merits and demerits of the proposed structure to the executive team and contributed to the strategic program improvements from a global perspective.
 - Coordinated a cross company activity with the 5 different groups to integrate the Oracle 11i ERP and Front End ordering systems of Symantec and VERITAS to meet the business requirements within a very tight schedule.
 - Underwent basic training for the ITIL best practices.
 - Led a virtual team of 8 developers and 3 analysts across three geographic domains.
- 2002-2003 **PB Systems, Irvine, CA** **Lead Business Consultant, Supply-Chain Optimization**
- Coordinated the efforts to build an inventory management product for RRDonnelley in the manufacturing domain. Led a team of 4 developers offshore to deliver the targeted implementation.
 - Authored the Functional and technical specifications. Built Use Cases and served as the point of contact between the client and the offshore development team.
 - Put processes in place to adhere to the client's SLA for incident management.
 - Implemented efficient outsourcing strategies to reduce the overall project costs.
 - Led a team of 8 Consultants across 4 geographic domains for the overall program.
- 1999-2001 **Tata Consultancy Services Chennai, India** **Lead Systems Engineer**
- Led the product management and tech marketing efforts for the product targeted at SaaS based Activity Based Management. Led a team of 5 developers.
 - Documented the use cases, managed the product road map for two consecutive years.
 - Led a team of 4 market analysts.
- 1997-1999 **CSIT, Hyderabad, India** **GIS Architect**
- Designed and implemented digitization services to build online mapping applications for the Public Sector and Educational institutions. Authored technical and functional specification documents. Handled the overall project management efforts. Helped the institutions reduce the response time by one third.

EDUCATION

Master of Business Administration Haas School of Business UC Berkeley **Dec 2006**
 • Emphasis on Strategy and Finance

Master of Technology JNT University India **Dec 1999**
Master of Science Nagarjuna University India **Mar 1997**

*Remoh Senang
 Physics*

Cindy Wang

1171 Rickover Ln, Foster City, CA 94404
cindychwang@yahoo.com
Tel: 650-425-7379

EDUCATION

- o **MBA**, Haas School of Business, UC Berkeley, 2005
 - GPA 3.78/4. Concentration: Corporate Finance, Strategies, M&A and Private Equity, Venture Capital
- o **MS**, Computer Science, New Mexico State University, 1996
 - GPA 4.0/4.0, On full research assistantship.
- o **BS**, Information Technology, Minored in Chinese Language & Literature, East China Normal University
 - Graduated with highest honor (top-1%).

EXPERIENCE

ThinkEquity Partners 12/2007 – 11/2008 San Francisco, CA

Vice President, Investment Banking

Hired to lead China business expansion and practice including deal generation, due-diligence, execution, and client engagements and management. Solid communication and people skills, market research capabilities, strong analytical skills, and problem-solving skills. Built a good pipeline of business, strong ability to work with senior executives, and develop good relationship with both companies and investors.

WR Hambrecht +Co 7/2006 – 12/2007 San Francisco, CA

Associate, Investment Banking

Skill sets include opportunity assessment, market research, business writing, financial modeling, due-diligence, client management, roadshow management, and outreach to both new opportunities and investors. Successful deal execution experience comprised of M&A advisory services, IPO transactions, private placements, and PIPEs deals. Selected specific examples include:

- Primary banker in advising Shanghai Century's business combination with Kelun, announced in May 2007, conducting all aspects of transaction, including due diligence trip, management interview, revising presentation, financial analysis, reviewing SEC filings, outreach to investors community, and roadshows, executed in concert with a WRH managing director.
- Key banker in Fuwei Films' co-managed IPO transaction, completed in Dec. 2006. Deal experience including due diligence, management interviewing, investment positioning, financial projection feasibility analysis, reviewing prospectus and presentation, participating in roadshows, and answering investors' inquiries.
- Calling/screening new business opportunities and visiting companies, conducting initial financial analyses, developing investment theses, preparing pitch books, and writing business summaries for clients.
- Routinely performing detailed market research, competitive analysis, financial analysis and projections, developing market positioning, and writing descriptive memorandums, presentations, and summaries.
- Conducting market analysis, term structure analysis, publish weekly to our Asia focused investors and funds and clients, advising clients based on their specific needs.
- Routinely communicating with, matching investors' demand/requirements with investment opportunities. Building a database of investor list investing in Asia and emerging markets.
- Helping drafting and reviewing terms in contracts, engagement letters, and legal documents.

Closed Transactions

<u>Seller / Issuer</u>	<u>Date</u>	<u>Deal Type / Role</u>	<u>Deal Size</u> <u>(\$\$ in mm)</u>	<u>Industry</u>
China-Biotics	Completed 11/30/2007	PIPE	\$20	Nutriceutical

Shanghai Century	Announced 5/29/2007	M&A Buyer-side Advisor	\$155	Healthcare/Pharmaceutical
ChinaCast	Completed 5/18/2007	M&A Advisor	\$115	Education
Xinghua Finance Media	Completed 3/8/2007	IPO Co-Manager	\$300	Diversified Media
PacificNet Inc.	Completed 2/9/2007	PIPE in its Gaming Subsidiary	\$5	Gaming Technology
Fuwei Films	Completed 12/19/2006	IPO Co-Manager	\$31	Manufacture
Yucheng	Completed 9/2006	Fairness Opinion	\$48	Software

Oracle Corporation

7/1996 – 7/2006

Redwood Shores, CA

Principal Product Strategy Consultant, 7/2004 – 7/2006

Evaluate new products and strategic initiatives in database, middleware, and business intelligence products.

Evaluate companies and products for potential acquisitions. Perform M&A due diligence and integration analysis.

- o Worked directly on four acquisitions: Oblix (the identity management product), Reliaty (Secure backup product), Thor (Provisioning product), and OctetString (Virtual Directory). Also worked on their post-merge integration, requirements, and roadmap.
- o Consulted and reviewed projects in Business Intelligence (BI Bean, Data Warehouse, OLAP) products, Database (Data Vault, Audit Vault, Text, Enterprise Search, etc), and Application Server product family to ensure support of global customers and increase sales opportunities.
- o Evaluated a variety of 3rd party software products, of which two were licensed by Oracle. The effort helped to shorten the development cycle and meet customers' need to protect data integrity and processing in complex enterprise systems.

Manager, Product Development, 4/2000 - 7/2004

Responsible for team management, product development, project management, and evangelism of globalization features in database, application server, and collaboration suite technology.

- o Managed multiple releases and projects for the entire globalization focus area. The globalization area was recognized for its exemplary high quality product delivery within the company.
- o Built and managed a highly competent team that designed and developed a globalization framework for the entire Oracle technology stack. Framework was adopted by management across the company to meet Oracle's "Global Ready" strategy.
- o Managed and developed a large inter-group project to provide native Unicode support in database with comprehensive features throughout the technology stack. The project was one of the themes in a major Oracle database release and draw significant praises from worldwide customers.
- o Developed software globalization training curriculum and instructed classes in Oracle University and other development centers. Later developed the course into an online self-paced class and the class has high enrollment and rating all the time.

Project Manager, Senior Engineer, Engineer, 7/1996 - 4/2000

Responsible for managing project based teams to develop high-quality products and features.

Presented at various conferences including Oracle Open World, Unicode Conference, and at international conferences.

Responsible for designing and developing business crucial product features and components.

OTHERS

- Board officer of Haas Alumni San Francisco Bay Area Chapter
- Active in many organizations throughout the bay area
- US citizen