

**ADJUNCT FACULTY****DEPARTMENT OF MANAGEMENT & BUSINESS ANALYTICS****CALIFORNIA STATE UNIVERSITY EAST BAY,****HAYWARD CA****SEP 2015-PRESENT****CURRENT INTERESTS**

1. Coach and Train business leaders, executives, and managers of today and tomorrow on the art and science of data-driven decision-making and building data-driven cultures, practices & organization structure.
2. Digital Transformation Consulting
3. DevOps, Product Innovation & Management Consulting
  - o Developing agile LOB application User experiences that leverages AI, Cognitive Neuroscience, Human Brain & Biological Systems
  - o Extract meaningful business insights using modern techniques in Parallel Processing, Machine Intelligence & Distributed computing to query, process and analyze very large volumes of Big Data.

**EXECUTIVE SUMMARY**

Accomplished versatile Big Data/IoT Entrepreneur, C-Suite Executive and Consultant with unique expertise in conceiving, translating and launching technology ideas from concept to market across many verticals.

Adept at connecting and melding the dots between line-of-business (LOB) user needs, Big/Fast/Wide/Machine/IoT data, machine intelligence and cognitive technologies to identify actionable insights and KPIs that leads to measurable business impact.

Product and Solution expertise include end-to-end business application definition and KPI identification and reduction, Real-time & Predictive Analytics modelling for Big Data & IoT use cases in areas such as Industrial applications for Manufacturing Oil & Gas, Energy, Consumer applications and Enterprise applications for Business transactions, Supply chain network optimization, Customer Decision Journeys, Customer Support intelligence, Segmentation & Targeting, Pricing & Revenue/Churn Optimizations, Revenue Attribution, Demand Forecasting, LTV, Shopper Marketing and NPI.

**ACCOMPLISHMENTS**

1. Entrepreneurial Mindset with strong business, technology and data science acumen: Overall 8 acquisitions in my career, founded 4, part of two recent start-ups acquired by VMware (Cetas, RTO Software), and one IPO (PSW Technologies) - helped IT services company grow from \$22m to \$70m in 18 months leading to the IPO.
2. Currently a Member of Board of Directors at THREE "disruptive" vertical market start-ups
  - a. Just Pure Joy – a digital era Food & Beverage brand
  - b. Thumb Brands – a portfolio of consumer apps with a focus on Home Security, Finance, Health, and Energy
  - c. Cluerock Studios – a digital interactive media & entertainment brand
3. Conceived, Productized and Launched 3 digital platforms and over 26 enterprise & consumer apps – Cloud, Mobile, Big Data, IoT, Web Services

**PUBLICATIONS & THOUGHT LEADERSHIP**

- "REAL-time Customer Intelligence: The New Heartbeat for Growth & Profitability", Case Study, IQPC Big Data Retail Forum Chicago (03/21/2013)
- AUTHOR OF BIG DATA & ANALYTICS THOUGHT LEADERSHIP BLOGS ON DATA SCIENCE CENTRAL, CUSTOMERTHINK.COM, BIGDATAPULSE.COM
- "CLOUD ANALYTICS ROI MODEL", Co-Author, To be Published March 2013
- "REAL-TIME RECOMMENDER SYSTEMS", Meetup presentation at eBay, April 2012 (Very popular)
- "What the SOA Revolution Means for Data", Database Trends & Applications, Volume 21, Number 5, May 2007
- "Combining statistics and expert systems with neural networks for empirical process modeling," ISA, Qin, S. Joe, and Balu Rajagopal, (1993).

**EDUCATION**

- Mining Massive Data Sets (Audit), STANFORD UNIVERSITY, Palo Alto, CA.
- MBA (Finance, Economics, Strategy) CORNELL UNIVERSITY - JOHNSON SCHOOL OF MANAGEMENT, Ithaca, NY.
- MS Computer Science (Distributed Computing, Parallel Processing, Artificial Intelligence), ARIZONA STATE UNIVERSITY, Tempe, AZ.
- BS Mathematics, Physics, Chemistry (Triple Major), Masters (Marketing), BANGALORE UNIVERSITY, India.

## PROFESSIONAL EXPERIENCE

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**FOUNDER & CEO** **Decision Threads, Inc. - San Jose, CA** **(Aug. 14 – Present)**

- Conceived, translated and launched the idea of enabling a much-needed real-time operational intelligence platform and apps for LOB decision makers
- Lead & drive CPG/MFG/Retail/E-Commerce adoption of Cognitive Mobile Apps for Line-of-Business (LOB) users – marketers, strategists, CXOs
- Define CognitivePaaS™ Product capabilities – Big Data, Fast Data, Wide Data, IoT Data with Advanced Analytics and Cognitive Feedback Loops.
- Position and Launch CognitivePaaS™ brands for 3 Uses – Smartbias™(Enterprise), Intellimetry™ (Industrial IoT), Fognets™ (Consumer IoT)
- Define Proof-of-Value solutions (dimensions, KPIs, business goals) to articulate value proposition and to drive goal driven outcomes.
- Showcase (to customers/users) data & analytic driven insights to demonstrate and measure actual outcomes against goals
- Provide fact-based analysis to deliver custom tools/reports to support outcomes and business value generated.

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**GLOBAL DIRECTOR OF PRODUCT MARKETING** **Xangati, Inc. - San Jose, CA** **(Feb. 14 – Aug. 14)**

- Lead & drive branding, messaging and positioning of real-time monitoring (machine & app logs) of end-to-end LOB Business applications
- Connect the dots on LOB application performance data and analytics with business value
- Enable Sales teams with collateral, ROI tools and proof points.

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**FOUNDER, PRINCIPAL** **RIGHTEDGE Consulting (Acquired by dotSolved) - San Jose, CA** **(Jul. 13 – Jul. 14)**

- ACQUIRED BY DOTSOLVED SYSTEMS
- Invented the F.A.I.T.H™ methodology and framework that aligns Business Decisions with Analytics and Technology to create superior outcomes.
- CDJ/Path To Purchase Analysis (Real-time & Predictive) – Search (Google, Bing, Yahoo), Compare (Google, Apps) to Consult (Social networks Facebook, Epinions, Amazon reviews), Purchase (online, in-store, what was purchased, what was in the basket before purchase)
- Sentiment Analysis – Brands want to know in near real-time how their product/service campaign is perceived by consumers
- Campaign Analysis – Data from Social Media, Roadshows visits, Online/Web, Mobile App analyzed and 1-page Exec. dashboard delivered.
- Segmentation Analysis – Identified over 200+ micro segments to target Display & Search advertising & offers for Gaming use case.
- Inventory, Pricing & Markdown Optimization for click & mortar (online, in-store).

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**SOLUTIONS ANALYST & CONSULTANT** **Cetas Analytics (Acquired by VMware)** **(Jan. 12 – Jun. 13)**

- Now part of a new venture (of VMware & EMC - Pivotal – A Big Data Platform Company)
- Creation of Solutions Marketing materials, Pre-Post Sales Reference Architectures for end customer scenarios.
- Analyst & Lead on content marketing, field marketing and lead generation programs with small budget but high impact results.
- Leading thought leadership content development (Blogs, Videos, Collateral, White Papers, ROI Models)

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**CHIEF PRODUCT OFFICER** **ABOVE Solutions, Inc – USA/Singapore/Bangalore** **(Feb. 10 – Dec. 11)**

- Launched a new community Ballboink.com powered by TangoFX.
- Transformed TangoFX IP and product vision to iTV products and services from the acquisition of Peoples Network TV.
- Established & drove customer acquisition and P & L model for branded iTV Services (TangoFX) in Singapore, India and NA.
- Developed solution eco-system of IPTV/OTT service providers, enablers (STB), content providers and content distribution networks.

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**FOUNDER, PRESIDENT & CEO** **Peoples Network TV, LLC - Atlanta, GA (Acquired by ABOVE)** **(Oct. 07 – Jun. 10)**

- Sold company to ABOVE Solutions, Inc.
- Founded in October 2007 **to deliver interactive experience as a Interactive Media & Entertainment Cloud™ Service** that supports a variety of entertainment delivery options - On-Demand/Linear/Live TV, CCTV, Personal Broadcast, VOD, 3D D-Cinema.
- Designed a differentiable interactive user experience model based on Web 2.0/Widget technologies to deliver a compelling and uniform viewer experience across “three screens”- Online/Web TV, HDTV (via Set-top Boxes) and Mobile TV (LTE/WiMAX, GPS).
- Established common analytics framework to track brand advertisements uniformly across “three screens” and implement audience metrics.

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**VP MARKETING & BUSINESS DEVELOPMENT** **RTO Software, Inc - Atlanta, GA (Acquired by VMWare)** **(Sep. 05 – Sep. 07)**

- P & L responsibility with focus on market share and penetration in defined market segments.
- Identified key solution areas for targeting – Virtual Desktop, Thin Client, and Server Virtualization Infrastructure and defined solution requirements for Microsoft Virtual Server, VMWare, and Citrix XenServer.
- Directed the launch of a new product including a tactical multi-mode media campaign that generated 300 qualified leads in 2 weeks.
- Established relationships with Gartner Analysts covering the market space and got product coverage in just 2 months.
- Defined a strategic marketing plan targeting Healthcare IT to increase sales pipeline by 85% through pure online marketing
- Established and maintained business alliances with Microsoft, Citrix, Ericom, HP, JasperSoft and online marketing partners including CNET.

<b>WW SEGMENT MARKETING MANAGER</b>	<b>AMD, Inc. – Austin, TX</b>	<b>(Mar. 03 – Sep. 05)</b>
<ul style="list-style-type: none"> <li>▪ P &amp; L responsibility for two key enterprise market segments – Server Based Computing (SBC) and Web Infrastructure (WI)</li> <li>▪ Built a complete marketing collateral package from the ground up to support and penetrate two key enterprise market segments with Tier 1 partners – IBM, HP, SUN, Microsoft and Novell.</li> <li>▪ Served as the spokesperson for all PR and industry/partner conferences/seminars for these segments.</li> <li>▪ <b>SBC Segment:</b> Led joint GTM activities with Citrix - the market leader and communicated the value proposition of AMD Opteron based platforms to over 200 Citrix resellers worldwide and reaching 2,000 IT professionals.</li> <li>▪ <b>WI Segment:</b> Developed a unique workload based framework to model Web Infrastructure scenarios.</li> <li>▪ Led joint GTM activities with HP by leveraging their HP Linux Elite and securing buy-in from 3 solution partners – JBoss, BEA, and IBM.</li> </ul>		
<b>HEAD - E-BUSINESS PRACTICE</b>	<b>ConnectTel, Inc. – Austin, TX</b>	<b>(Mar. 01 – Feb. 03)</b>
<ul style="list-style-type: none"> <li>▪ P &amp; L responsibility for E-Business products for start-ups – concept to definition to market.</li> <li>▪ <b>(B2B wireless/wire line TME portal)</b> Defined and led the development of a <u>private label QoS/SLA information and bandwidth inventory portal</u> to promote and measure use of convergent telecom, media &amp; entertainment applications over broadband networks for Enterprises and Telco/Cable carriers. <i>Key pilot customers included Qwest, MCI WorldCom, Global Crossing.</i></li> <li>▪ Helped close on the first customer, a major global enterprise, with a deal value of more than \$ 2 million.</li> <li>▪ <b>(B2B2C Personalization Portal)</b> Defined and led the commercialization of a multi-lingual, multi-cultural, <u>internet based roaming consumer profile product/service</u> for multi-channel retailers and travel industry tour operators in 5 months.</li> <li>▪ Successfully launched a shopping portal in 3 months to serve as the “reference implementation” for the personalization product. The portal was developed entirely by integrating hosted application services from third parties (early implementation of what is now called web services).</li> <li>▪ <b>(B2B Media Management Portal)</b> Defined a Go-To-Market strategy for a <u>brand asset management service (ASP Model)</u> for consumer electronics manufacturers to manage, track and distribute their brand assets and rich media product information electronically to their channel partners - Retailers, Wholesalers and Distributors. Helped raise \$10 million in venture capital.</li> </ul>		
<b>SENIOR PROJECT/PRODUCT MANAGER</b>	<b>PSW Technologies, Inc. – Austin, TX</b>	<b>(Oct. 96 – Feb. 01)</b>
<ul style="list-style-type: none"> <li>▪ P &amp; L responsibility and part of the committee taking the company IPO in 1997. Helped grow company from \$22M to \$70M leading to an IPO.</li> <li>▪ Established a new business unit to leverage core smartcard &amp; micro-payment technologies across e-commerce projects. The platform addressed key market drivers such as transaction security, privacy control and multi-function capabilities and integration with biometric technologies.</li> <li>▪ Forged key business relationships with credit card giants, smart card manufacturers and java platform vendors to launch the initiative. Key partners included Schlumberger &amp; SUN for Smart card technology services.</li> <li>▪ Achieved 50% or higher gross margin on every project consistently. Executed multiple projects generating over \$ 5 million in revenue each year. Grew key accounts consistently by 25% every quarter with complete responsibility for billable hours and customer satisfaction.</li> </ul>		
<b>SENIOR PROJECT MANAGER</b>	DSC Communications (Acquired by Alcatel) – Austin, TX	(Nov. 95 – Oct. 96)
<b>SENIOR SOFTWARE ENGINEER</b>	IBM Corporation – Austin, TX	(Mar. 95 – Oct. 95)
<b>SOFTWARE DESIGN ENGINEER</b>	Fisher-Rosemount Systems (Acquired by Emerson Electric) – Austin, TX	(Sep. 91 – Mar. 95)