

## Summary

Executive with 16 years of experience marketing and selling Internet services. Veteran of multiple Internet startups, with particular expertise in inbound marketing and the customer cultivation / inside sales close process.

Strong domain knowledge of Internet Infrastructure, Cloud Computing, and Web Hosting. Particular areas of strength include Search Engine Marketing, online advertising, freemium to paid conversion, Salesforce.com, sales management, email marketing, web analytics, and web site optimization.

## Experience

### **Various Companies**, San Francisco, CA

*Startup Advisor*, January 2007 – Present

- **TechStars Cloud**, November 2011-April 2012. Mentor in incubator program.
- **SmartSignin**, May 2011 – Present. Cloud security and SSO platform.
- **eRealInvestor**, January 2007 – March 2011. Real Estate analysis web app.

### **CloudAmp**, San Francisco, CA

*CEO & Co-Founder*, May 2011 – Present

- Developing a new cloud infrastructure startup from the ground up.

### **Cloudkick, Inc.**, San Francisco, CA (Acquired by Rackspace)

*Director, Sales & Marketing*, September 2010 – May 2011

- Brought in as first marketing / sales hire to identify key metrics and develop sales and marketing processes.
- Created a number of dashboards and reports for executive visibility into customer base, sales funnels, advertising effectiveness and conversion metrics.
- Developed demand generation and sales follow up programs.
- Managed sales and marketing through company's acquisition by Rackspace, including training Rackspace sales teams and new marketing messaging.

### **GoGrid / ServePath LLC**, San Francisco, CA

*Advisor*, January 2010 – April 2010

*Co-Founder, Chief Marketing Officer*, January 2001 – December 2009

- As one of 2 founders, did everything from rack the first servers to running the Sales, Marketing, and Product Management departments.
- Built company from \$0 to \$30MM in recurring revenue on only \$1.1MM investment, in a very capital intensive business.
- Created strong managed hosting organization (ServePath), as well as colocation (ColoServe) and streaming media/CDN (UpStream Networks) brands.
- Early entrant to Cloud Computing IaaS with GoGrid launch in March 2008.

### **eWork Exchange, Inc.**, San Francisco, CA

*Director of Marketing*, November 1999 – January 2001

- Developed extensive online advertising and email marketing programs to drive registrations and average 30% monthly growth.
- Managed large Advertising and PR agency relationships for expected "pre-IPO" dotcom company

- Oversaw marketing during business model pivot from freelancer job board to enterprise contingent workforce management software.

**InReach Internet**, Stockton, CA

*VP Marketing*, October 1995 – November 1999

- Fifth employee of regional dial-up ISP which brought Internet access to many communities throughout California for the first time.
- Extensive direct mail, print advertising, and early online advertising experience.
- Created reseller / referral program with CD-ROM distribution and “Internet in a box” giveaway to computer stores
- Wrote 128-page book “Reach the Internet” for new customer premium.

**San Francisco AIDS Foundation**, San Francisco, CA

*Production Manager*, July 1993 – July 1995

- Responsible for design, production and distribution of two quarterly publications, a medical journal and a newspaper published in 4 different languages.
- Distributed publications online for the first time through BBSs and the Internet

**Education**

**Stanford University**, Palo Alto, CA

- *B.A., Humanities, with Honors*, September 1989 – June 1993

**Other Activities**

**Centro Las Olas**, *President, Board of Directors*, July 2009 – June 2011. Spanish immersion cooperative preschool.

**LocalXpert**, *Co-Founder*, September 2009 – October 2011. Question and Answer lead generation web sites for small businesses.

**Buena Vista Horace Mann**, *Technology Committee*, September 2010 – Present. San Francisco Unified School District K-8 School.