

TECHNOLOGY-BUSINESS RAINMAKER

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CAREER OBJECTIVE

Business/Marketing strategist in a high technology company responsible for: Driving new businesses and/or product offerings by ferreting out and identifying new opportunities, developing execution plans and leading them for execution; working closely and collaboratively with sales, marketing, and/or R&D to evolve messages that create compelling buying motivation in consumers and end users.

EXPERIENCE SUMMARY

A creative, hands-on technology marketing *and* business development executive with over 10 years in developing and marketing high tech products and services in the enterprise imaging (Adobe, EFI), small business services (support services for eBay), and wireless/broadband markets (Liberate, among others.). Experience includes:

- Business development
- Team building and staff development
- Negotiations and deal execution
- Product marketing and management
- Entrepreneurism and new venture development
- Communications, branding and evangelism

CANDIDATE DELIVERS

- **Business, marketing and technology strategies:** Translates technical understanding, market trends and articulated and unarticulated customer needs into a compelling technical/marketing "vision". Develops company positioning, product roadmaps and business plans for successful engagements.
- **Business development:** Identifies new value-capture opportunities, develops marketing plans, and creates revenue streams. Implements cross- and up-selling opportunities.
- **Product marketing and planning:** Brings to market new products and extends product lines through execution in product- planning, management, marketing and product lifecycle support.
- **Co-development and marketing partnerships:** Develops unique positioning for companies in new markets through co-development and marketing partnerships by leveraging relationships with leading companies.
- **Product and category branding:** Develops compelling positioning and naming of products, market segments, and companies that capture mind share by imaginative messaging.

PROFESSIONAL EXPERIENCE

DIGITALBIZ CONSULTING – *Product strategy & business development consultancy* San Francisco, CA
Principal 2001–2003

- Developed product and marketing strategy for Sound ID, a digital sound enhancement company, for engagement with wireless carriers to deliver "business class" segmented voice and data services, which resulted in a major U.S. wireless carrier seeking exclusive rights for its marketing.
- Radically repositioned and rewrote business model for Telespree, a wireless technology company, to engage wireless carriers and close series C financing.
- Repositioned company as a provider of automated account set-up and provisioning systems creating a \$700M opportunity initially considered unfeasible with its previous business model. Telespree is currently in trial with a major U.S. wireless carrier solely based on that repositioning.
- Developed business strategy for successful engagement between PostX corporation, a secure email provider, and Adobe Systems Acrobat for joint selling into the financial services market that is now being executed with the highest-level attention.

AUCTIVA, INC. – *Small business online auction management service* Oakland, CA
VP of Products and Marketing 1999 – 2001

- Developed Auctiva Showcase product offering to leverage and accelerate exposure of sellers and Auctiva brand. This offering grew Auctiva to 70,000 registered users (up 900%) within nine months, grew revenues (up 95%), drove customer satisfaction through improved sell-through rates (up 12%), and drew national media coverage.
- Implemented key programs and metrics for customer satisfaction resulting in reduced mean customer service response time (improved 85%) through development of a proprietary online CRM system.

VEON, INC. – *Broadband interactive streaming media technology* San Francisco, CA, Hertzliya Israel
VP Business Development and Product Marketing 1998 – 1999

- Repositioned and rewrote business plan for Ephyx Technologies, an interactive video company. Re-branded company as Veon, a broadband interactive media technology company resulting in \$9M in series C financing. Philips then quickly acquired Veon in 2000.

LIBERATE TECHNOLOGIES (NAVIO) – *Enhanced TV systems* Redwood Shores, CA
Director of Marketing and Technology

- Managed marketing staff: product managers, marketing communication and hired PR firm and successfully launched company in conjunction with Netscape as "Navio" – Netscape's consumer company. Garnered national press coverage: New York Times, Wall Street Journal, Businessweek, et al.
- Led product management and marketing of Network Computer Navigator and TV Navigator products – core technology in Comcast, Cable & Wireless and AOL set top boxes. Negotiated over 12 technology and service licenses for TV Navigator and Servers.

ELECTRONICS FOR IMAGING. INC. – *Color imaging systems and color servers* San Mateo, CA
Director of Product Planning (1993 – 1996) 1990 – 1996

- Led product planning for EFI "Fiery" imaging business, category killer in the digital imaging market, building a \$400M annual OEM business (1996) with 85% market share. Launched five product lines with over ten OEM customers including Canon, Xerox, FujiXerox, Ricoh, HP, IBM and Kodak.
- Led the entire effort that developed new business opportunities for EFI server business by championing product extensions and new customer development (two new product lines, three new OEM customers). Extended EFI business into embedded controllers (with Canon, IBM and HP) and wide format printers (with HP and Encad) resulting in a \$90M annual revenue opportunity.

Senior Product Manager (1990 – 1992)

- Executed a successful "leadership" marketing program involving analyst briefings, media coverage, and conference keynotes resulting in licensing or marketing partnerships with key color software and device manufacturers. Initiative resulted in: integration of first color management solutions in both Adobe Photoshop and QuarkXPress through structured co-development and marketing collaborations, and over 20 co-marketing and/or licenses promoting EfiColor color management with printer, monitor and scanner manufacturers (including Canon, HP, Xerox, PANTONE and duPont).

SIGNIFICANT ACHIEVEMENTS

- Founded online auction management services company with over \$400M in online transactions annually.
- Early member and key contributor at six startup companies, two of which went public.
- Staffed and drove product marketing and planning departments at several companies: Electronics for Imaging (EFI), Liberate Technologies (Navio), and Veon (now part of Philips).
- Developed and trademarked a string of compelling and highly marketable company and market segment names (Navio®, Veon®, HyperVideo®) that captured mind share and became strong brands.
- Closed partnership deals with Fortune-500 companies including AOL, Cablevision, Comcast, HP and IBM.
- Presented at over thirty professional and financial conferences.
- Participated in several standards bodies, wrote specification for the exchange of color information in digital files.

EDUCATION

- BS Computer Science and MB&B (Molecular Biophysics & Biochemistry), Yale University, New Haven, CT.

PRODUCTS SHIPPED

- **Auctiva:** *Auctiva Pro (Web)* – Auction management tools and services; *Auctiva Showcase (Web)* – Automated dynamic web catalogue for small businesses
- **Veon:** *Veon HyperVideo Suite* – Complete system for authoring and deploying interactive video
- **Liberate:** *Liberate TV Navigator* – Embedded browser for TV set top boxes
- **EFI:** *Fiery XJ product line* – industry-leading color print servers; *Fiery Driven controllers* – "Best of Breed" color laser printer controllers; *EfiColor XTension for QuarkXPress* – Professional color management and color separations; *EfiColor for Adobe Photoshop* – Professional color separations for Photoshop.