

[Saran Saund](#)

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Strategic Marketing... Business Development

Strategic marketer and revenue generator for pre-revenue startups or companies entering new segments

Forged profitable C-level strategic partnerships in wireless, software and Internet industries

Successfully delivered in excess of \$200M in sales, alliances and venture funding

Awarded "Entrepreneur of the Year" for driving software sales at Xerox

Areas of Expertise

Industry Marketing • Product Marketing • Positioning • Technology Strategy • Pricing • Segment Analysis

Revenue Generation • New Market Channel Development • Business Development • Alliances

Team Building & Motivation • Operations • Industry Spokesperson • Venture Sourcing

SkyPipes Wireless Inc. (Wireless) – SVP Marketing & Business Development *Northern CA (2003-present)*

- Resurrected startup with game-changing product and market strategies to close \$5M Series A with lead VC.
- Established go-to-market plan targeting prosperous rural telcos with focused messaging and \$48M pipeline.
- Developed channel marketing "e-business advantage" program resulting in capture of one new partner every week.
- Differentiated company in noisy WiMax environment to establish productive Intel and Motorola relationships.

ActiveSky, Inc. (Wireless) – VP Worldwide Sales & Marketing *Northern CA (2001 – 2003)*

- Endorsed by board and engaged by CEO to turn around startup with focused plan and revenues.
- Drove new strategy and re-positioned branding to turn company from pre-revenue to run rate of \$3M in 2 years.
- Recruited and hired an elite team of product marketing, marketing communications and operational experts.
- Developed lead-generating channel marketing programs with Sun, Qualcomm, Nokia and Ericsson.
- Established company as market leader generating revenue deals with majors: Verizon, Sprint, DoCoMo and FOX.
- Created distinct product and customer services capturing 67% market share in its category.

ReachCast Corp (Enterprise Software) – VP Industry Marketing *Northern CA (1997 – 2001)*

- Hired by CEO to re-position international company with new product and marketing strategies for the US.
- Revamped product strategy and company messaging and closed \$2.5M in business from first tier Wall Street firms
- Grew company's exposure as industry leader to increase year-to-year revenues by 100% with alliances.
- Drove sales and positioning to double valuation of SoftBank-funded Company in less than 2 years.
- Developed a metric-based Product Development Process that slashed outsourcing costs by one third.
- Spun out an Internet Bank with \$15M funding from Wells Fargo and Fleet Banks.

CyberCash, Inc (Verisign) (Internet) – Director, Business Development *Northern CA (1995 – 1997)*

- Recruited by CEO to lead Wall Street push for company's successful \$1B IPO in 1996.
- Established company as category leader as industry spokes-person generating \$3.4M in distribution agreements.
- Closed business with major banks and content partners: Fidelity, E*Trade, Dow Jones, InfoSeek and Lycos.
- Executed strategic technology partnerships with TIBCO, Netscape, AOL, and Yahoo.

Communication Broadband Multimedia (Networking) – SVP Business Development Northern CA (1993-1995)

- Pioneered PC-based video conferencing and breaking-news video programming to the desktop.
- Developed product strategy and new go-to-market programs capturing top tier publishers including Bloomberg.
- Merged technology company with CBM for \$1.2M and major equity stake as senior member of team
- Drove P&L for multimillion-dollar content business with marquee deals with MCI and Wall St firms.

Media Technology Consultants (Networking) – Principal Northern CA (1989-1993)

- Executed strong commercial launch of video authoring software licensed to a PictureTel co. Starlight Networks.
- Converted raw technology into packaged commercial products to create first market for video on LANs.
- Positioned OpenGL™ graphics language package aligned with developer programs for Silicon Graphics Inc.

Xerox Corp (Xerox PARC Software) – Area General Manager Northern CA (1982 – 1989)

- Built team of developers, product and program managers for groundbreaking, publishing product-line.
- Productized Xerox PARC research to grab 33% share of the global collaborative suite market.
- Committed global sales force to a \$100M forecast and assisted sales team in reaching targets.

Effectiveness

" ... Saund defined a credible business model and a strategy to execute it ... took our story to technology leaders, carriers and media companies, successfully collecting top endorsements, leveraging relationships with carriers, signing our first customer and expanding the pipeline of additional media companies ... Saund has the versatility and talent to lead a team in adapting to market conditions—for a company reaching first revenues, entering a new market segment or in need of turnaround."

—Tom Rice, Chairman, ActiveSky

Education

M.S., Computer Science and Business Management, Penn State University, PA
B.S., Computer Science, Birla Institute of Technology and Sciences, India

Technology Summary

Wireless Content Publishing • Media & Entertainment • Real-Time Data Feeds • Enterprise Infrastructure
WiMax • Mesh Networking • CDMA • GSM • J2Me • BREW • SMS/MMS • Instant Messaging
Internet Web Services • Micro-payments • E-Commerce • ASP • Digital Certificates

Speaking

Digital Mobility • Digital Hollywood • Kagan Seminars • Digital Mobility • Streaming Media
Comdex • ICE-e/commerce • SIA – securities industry show • Oasis • CES