

## PHIL MORETTINI

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### SUMMARY OF QUALIFICATIONS:

- Strong leader with extensive general management (P&L) experience and skills
- Functional expertise in marketing, sales and business development
- Extensive product planning and product management background
- Successful Startup, Fortune 500, Turnaround and M&A experience
- Domain experience in Software, Hardware, Wireless, Networking and Semiconductors

### PROFESSIONAL EXPERIENCE:

#### **President – PJM Consulting** San Diego, CA 2000 to Present

*Management Consulting - Representative Assignments*

##### Startup Medical Software Company, Acting Executive VP

Designed and directed the re-launch of medical office software startup including restructuring/introduction of new product, pricing, promotion and distribution strategies within tight capital constraints.

##### Early Stage, Venture-backed Embedded Software Startup., Acting General Manager- SDK products

Interim GM for Software Developers Kit (SDK) business area. Bluetooth products aimed at wireless developers. Developed new marketing plan, sales tactics, promotions and pricing, introducing SDKs with modest budget.

##### Fortune 20 Computer Products Manufacturer, New Product Planning

Defined new Internet Appliance products for company's All-in-One printer division. Developed 3 new product concepts that leveraged existing technology in emerging market categories.

##### Re-start Civil Engineering Software Company

Leading new Product, Marketing and Corporate Strategy for Civil Engineering Design Analysis Software firm.

##### Boutique Mergers & Acquisitions firm

Buy & Sell-Side M&A for multi-national and also privately held clients in the Office Equipment industry

##### Publicly-Traded ERP/Supply Chain Software Rollup

Marketing, Sales and General Management Consulting for acquired companies of a Publicly-traded Parent

##### Executive Education Consulting Firm

Certified Instructor for Value-Based Pricing Course for Fortune 50 Computer/Consumer Electronics Manufacturer

##### Digital Photography Image Editing Software Company

Working with CEO/EVP founders on Corporate Strategy. Company recently received a strategic investment from a major camera manufacturer. Advising on revamping marketing/sales/distribution strategy, product development plan and licensing strategy for new patented interface technology. Also providing business development services to assist in recruiting partners, OEMs and worldwide distributors.

##### Early Stage Security Software Company

Advised on Corporate Strategy and Development for an embryonic Security Software company. Assisting in overall corporate direction, product development, marketing strategy and plan. Drove strategy to break into corporate market from initial consumer market beachhead.

##### South African Retail Management Software Company

Assignment's main focus was bringing an early stage South African Software company to the US market. Devised direct and channel entry strategies, assisted with localization of marketing materials, website and application. Formulated new pricing and positioning. Also instituted a partnering program and an online marketing program. Designed and executed SEO and PPC campaigns. Advised CEO on many other areas of optimizing the operational performance of an early stage software company.

##### Internet Lead Generation and Software Company

Acting in a Senior Advisory/Executive Coach role to increase operational efficiency within a \$5M early stage Internet Marketing and Software Company. Providing assistance in the area of personnel management, organizational structure, Benefits structure for optimal employee motivation, new online marketing initiatives to lower cost of customer acquisition, adding appropriate processes and increasing efficiency in a high growth environment. Developed strategic plan to productize software developed originally for internal use, for sale into existing and new markets. Advising on M&A strategy with regard to gaining liquidity for shareholders within the next year.

## **President – PJM Consulting** San Diego, CA 2000 to Present (Continued)

### Network Management Software Company

Senior advisor and interim marketing management for young enterprise network management developer. Established online marketing presence, accelerated press relations program provided strategic advice on product planning, product marketing, promotions and pricing. Established analytics program to measure results of promotional activities, enabling feedback and continuous improvement to marketing efforts.

### Mathematics Software Company

Represented small Mathematics Software Company with both consumer and B2B products, in effort to acquire a complementary software product. Conducted research, communications with potential seller, due diligence and negotiation assistance. Also spearhead overall corporate development and marketing strategy for organic growth including product planning, International market development, pricing adjustments and new channel development.

### Medical Device IP SaaS Software Company

Acting as a senior advisor to a startup software company being spun out of a Medical Device Development company. The company is developing a SaaS tool for evaluation and development of Medical Device IP, along with an eBay-like clearinghouse to bring together buyers and sellers in the Medical Device IP market. Providing education and advice on startup, product planning, marketing strategy, business development and sales/channel strategy.

### Wireless Retail Systems Supplier

Conducted an Audit/Review of the Marketing and Corporated Strategy function for this \$20M, privately-held supplier of vertical wireless communications systems to Major Retailers. Recommended structural, tactical and strategic steps to improve company performance going forward. Provided advice to CEO on a number of strategic management issues. Completed an ad hoc market research study on a potential new business opportunity for the company. Researched new international business channel including potential distribution partners.

### Financial Services-Largest Independent US Broker/Dealer

As a member of a team with several other consultants, developed an extensive Product/Services menu for a new channel for the \$2B privately held financial services firm. Interviewed key stakeholders to understand business processes and current software-based product offered in existing channels to create a detailed product offering for new channel organization to resell existing and new products and outsourced services to other major financial services institutions, notably Insurance Companies.

### Singapore-Based Wellness/Beauty SaaS Software Company

Retained to sell the assets of early stage software company providing complete management software solution to a variety of markets including Hair Salons, Nail Salons, Health Clubs, and Spas. Provided advice on potential price and marketing approach. Developed Confidential Information Memorandum (CIM) as primary marketing document. Developed list of potential buyers to contact and negotiate the sale.

## **VP, Sales & Marketing - Patriot Scientific Corporation** San Diego, CA 1997 to 2000

Publicly Traded Communications & Wireless Semiconductor Company. Managed Sales, Marketing and Corp. Strategy for two divisions including broadband cards and embedded microprocessors/IP.

- Sold 15 microprocessor design wins in pre-production with minimal marketing budget
- Focused microprocessor strategy on Java wireless space, positioning company as first mover
- Established close partnership with Sun Microsystems, leveraging their Java market position
- Set up a distributor/rep network of 11 companies to target OEMs in Europe & Asia
- Negotiated a \$400K IP licensing deal while in pre-production, with a Japanese government agency, opening up the local venture electronics market
- Initially repositioned communications product line for distribution to Network VARs and ISPs
- Recommended harvesting Comm. Division revenues to focus on microprocessor business
- Directed a staff of 6 including sales reps, marketing manager and applications engineers

## **President & CEO - Adept Computer Solutions** San Diego, CA 1995 to 1997

Startup Mapping Software Company. Appointed to “re-start” and reposition company for growth. Products included packaged consumer software and developer tools aimed at OEMs.

- Responsible for overall management of the company, including P&L
- Increased company revenue 80% during first 12 months of tenure
- Worked creatively and successfully to grow company with very tight capital constraints
- Created a new product utilizing existing technology, contributing 40% of revenue
- Increased number of retail stores from 10 to 1000+ in less than 18 months
- Repositioned company product and marketing strategies to vertical business markets
- Sold through multiple channels including distributors, retail, VAR and direct marketing

**President - PJM Associates - San Diego, CA 1993 to 1995**

Consultant for management, marketing and distribution strategies for high tech companies.  
Assignments in product/business planning, business development, distribution strategy, and M&A.

**VP-Division Manager - Horizons Technology, San Diego, California 1990 to 1993**

\$3M division of a \$50M Software and Services Company. Company Officer and Division Manager with complete general management (P&L) responsibility for Network/Systems Management Software and Search Engine Software product lines. Managed a staff of 30+ across all functional areas in a high growth environment. Network Management software line consisted of a suite of products marketed to network administrators and included Backup, Security and Asset Management applications. Search Engine products included packaged consumer product sold via retail and direct mail and also a Developers Kit aimed at ISVs, OEMs and corporate developers.

**VP-Division Manager - Horizons Technology, San Diego, California 1990 to 1993 (Continued)**

- Personally conceived original business and product/marketing plans
- Drove explosive growth from startup with staff of 3 to annual run rate of \$3M+ with profitability and consistently under budget
- Reached profitability with \$2.5M invested capital
- Led acquisition of complementary SW company, adding four products and key engineers
- Lead product won several Editor's Choice awards from key industry magazines
- Expanded product family to nine products distributed through indirect and direct channels
- Signed 26 Domestic and International distributors in 15 countries and over 1000 VARs
- Personally negotiated a 60,000 seat, corporate-wide license with the Boeing Corporation
- Promoted twice during tenure, from Director Sales/Marketing & Marketing Division Manager

**Market Manager - Spectragraphics, San Diego, California 1988 to 1990**

\$35M manufacturer and software developer of CAD and communications hardware and software products for mainframes, workstations and PCs. Responsibilities included Market Development, Product Management and Account Management

- OEM Account manager for HP, Silicon Graphics and Apollo, representing \$5M in contracts
- Conceived new product plans for groundbreaking Unix software & hardware products
- Proposed and spearheaded project to acquire a complementary PC graphics company. Worked directly with CEO on candidate identification, due diligence and negotiations

**Product Manager - Hewlett-Packard, San Diego, California 1983 to 1988**

\$450M division of \$8B manufacturer. Product Marketing for computer graphics peripherals for the CAD market. Product definition, pricing, promotion and distribution strategies for \$90M product line

- Wrote strategic product and market introduction plans
- Designed a new indirect distribution strategy with 15% price cut for an existing product family, resulting in a unit sales increase of over 600% within six months
- Led special project that reduced inventory 50% via forecasting/product configuration
- Also spent 6 months as a Dealer Sales Development Manager for desktop color printers, driving revenue of assigned region from last to first in worldwide growth

**Asst. to President - Teledyne Continental Motors**, Muskegon, Michigan 1981 to 1982

\$60M industrial engine company within an \$8B conglomerate. Managed product development and new engine family launch with \$5.2M budget, as well as special projects for company president.

**Product Design Engineer - Ford Motor Company**, Dearborn, Michigan 1979 to 1981

\$18B division of \$90B Company. Designed body & engine components for pickup trucks & SUVs.

**EDUCATION & AFFILIATIONS:**

University of Detroit, M.B.A. (1981)

University of Illinois, B.S., General Engineering (1979)

Chairman, San Diego Software Industry Council (SDSIC) C-Level Steering Committee

EMarketing Association, Advanced email Marketing Course

SoftwareCEO.com, Moderator-Ask the Experts! Marketing & PR forum

Certified Instructor, AIMS Value-base Pricing Course