

How fast would your business grow...

If you had experienced marketing and business development leadership to make strategic decisions quickly...and then to execute the strategy?

If your marketing tactics didn't waste time or money?

David Taber & Associates provides marketing leadership and execution with unmatched flexibility and low cost structure.

David Taber & Associates provides VP-level marketing and business development for growing companies, drawing on 25 years of marketing and software experience. We work on an on-demand basis, so you avoid the cost of having dedicated marketing and business development VPs.

We provide power and flexibility beyond your permanent staff.

Firm Focus:

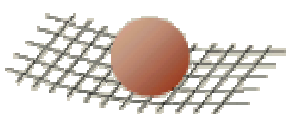
Enterprise Software / Direct Sales
Embedded Software / Partner Design Wins

Marketing Capabilities:

Market strategy and planning
 Company positioning and messaging; VC funding pitches
 Clear product strategy, with roadmap and tradeoffs
 Sales qualification and pipeline analysis
Design and execution of marketing campaigns
 Market segmentation, customer definition, and product validation
 Vertical, horizontal, and web campaigns
 Competitive marketing and sales engagement
 Sales collateral, web site content,
Pricing and business models, particularly for ISV / OEM targets

Business Development Capabilities:

Partnership strategy
Business model design, including pricing, terms, and conditions
Partner selection, screening and recruitment
Deal negotiation, ongoing partner cultivation
Local agent for companies headquartered outside the western US



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David Taber at a Glance
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Achievements and Results

✓ **Business Development**

- Secured \$13 M in A and B-round VC funding for clients in 2003
- Discovered and spearheaded the development for two mergers, combined value of \$750 M
- Created ISV partnership program, signed over 100 new partners in one year, driving 25 new products

✓ **VP of marketing** at two international software firms

- Repositioned both firms, transforming their business models to yield healthier revenue streams
- Took a software company public on NASDAQ

✓ **Product Marketing**

- Pioneered Sun's commercial UNIX product line
- Defined and launched 10 products, every one of which was profitable
- From a standing start, wrote a complete PRD and user interface design for an application in 10 man-days

✓ **Corporate Marketing**

- Created vertical marketing for Telecom segments
- Industry analyst campaign turned Gartner around

✓ **Open Source Consulting**

- NetBeans/SunONE Studio, ARGO/Poseidon, Jaspersoft, Sync4j/Funambol, OpenWorkbench/Niku, and RefactorIT/Aqris
- Projects ranged from project conception and commercialization to community development and launch
- Created a web portal that grew 75% per month, to 1,000,000 monthly hits and 100,000 registered users

Publications and Presentations

- ✓ 200+ marketing and technical presentations to analysts and prospects throughout US, Western Europe, and Asia
- ✓ 100+ collateral pieces, presentation slide sets, white papers, contributed articles, and technical reports.
- ✓ Lecturer in Marketing at UC Berkeley Extension. Published in *ComputerWire*, *Parallax View*, and *The Taber Report*