

David Taber at a glance

25 years in software, marketing and business development

Achievements and Results:

- ✓ Secured \$13 M in A and B-round VC funding for clients in 2003
- ✓ Ran a strategic marketing and business development consulting firm for clients in California, Massachusetts, Virginia, Washington State, Ireland, Germany, France, Czech Rep., Estonia, and India
- ✓ VP of marketing at two public global software firms
 - Repositioned both firms, transforming their business models and yielding healthier revenue streams
 - Took a software company public on NASDAQ
- ✓ Discovered and developed opportunities for two mergers with a combined market value of \$750 M
- ✓ Created a web portal that grew 75% *per month* to over 1,000,000 hits; signed over 100 ISV partners and registered 100,000 users
- ✓ 7 years in Product Marketing
 - Pioneered Sun's commercial UNIX product line, launched 7 products that were all profitable
- ✓ 6 years in Corporate and Strategic Marketing
 - Made our web sites the #1 source of leads at three public software firms ('96 through '99)
- ✓ 7 years experience as a consultant at SRI International

Public Presentations: Authored and delivered 200+ presentations to analysts, press, graduate students, and prospects in US, Europe, and Asia

Writings: Wrote hundreds of articles, web sites, white papers, press releases, and other marketing and engineering documents. Published in *ComputerWire*, *Parallax View*, and *The Taber Report*.



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PROFESSIONAL EXPERIENCE

- 2001 - Present **DAVID TABER & ASSOCIATES - PRESIDENT:** Built a marketing and business development consulting firm focused on the needs of private Enterprise Software companies. Secured \$13 M in venture funding for clients in 2003. Clients included ISVs in: business process management, composite applications, database, Java development, EAI, mobile software platforms, XML processing, RDBMS, web services, modeling and analysis tools, ontologies, semantic transformation, supply-chain optimization, systems management, trading applications, and consumer cable TV. Guest lecturer at UC Berkeley and Carnegie Mellon business schools. Find out more at www.taberconsulting.com
- 1999 - 2001 **SUN MICROSYSTEMS - DIRECTOR OF WEB AND BUSINESS DEVELOPMENT:** Conceived and built the portal-based channel for Forte for Java, capitalizing on the more than 1,300,000 downloads of Sun's development tool. Starting with nothing but a mission, built a team of 13 engineers, marketers and business development professionals to create a web community of over 100,000 users and a marketplace with a run-rate of \$8 M. Completed all objectives despite a 60% budget cut. Signed 22 partners in two months, 100 in one year. Brought products and services marketplace on-line in 4 months, helped 25 partners bring products to market in 6 months.
- 1997 - 1999 **FORTÉ SOFTWARE - SENIOR VICE PRESIDENT OF BUSINESS DEVELOPMENT:** Mission was to create strategic partnerships with platform vendors who could be market-makers for Forté's *SynerJ* (Enterprise Java) and *Fusion* (Enterprise Application Integration) product lines. **In 60 business days, went from a standing start to an acquisition by Sun Microsystems valued at \$710 M.** Gartner Group hailed the merger as "a quantum leap forward for both Sun and Forté," and Merrill Lynch upgraded Sun's stock on the news. Merger completed in October 1999.
- SENIOR VICE PRESIDENT OF MARKETING:** Lead tactical and strategic marketing for the industry's leading enterprise application development environment. Re-positioned Forté as an integration and Java development system for enterprise-scale applications. Lead the entire international marketing team, including two vice presidents. Rebuilt web site, created company's web-based seminar, rewrote all collateral, repriced all products, and launched new print, web and radio ad campaign. Analyst work achieved positive reports from Gartner, Meta, Forrester, GiGa, Hurwitz, and Seybold. Drove down cost per lead by >50%, tripled search-engine "hits" and web traffic. Revenue grew in a declining market.

- 1996 - 1997 **ILOG - VICE PRESIDENT OF WORLDWIDE MARKETING:** Responsible for all tactical and strategic marketing for the world's largest vendor of C++ application components. Helped take the company public, created pitch and participated in road show. Re-positioned ILOG as "the optimization software company." Championed acquisition of CPLEX Optimization, a key competitor. Re-priced all ILOG products; redesigned all contractual Ts and Cs. Drove customer reference marketing. Re-wrote all sales collateral, implemented new web site design, and re-worked all company presentations while lowering marketing costs. Managed international team of 20 professionals and \$4 M budget. Revenue grew by >35% year over year.
- 1994 - 1996 **SYBASE - GROUP DIRECTOR, STRATEGIC MARKETING:** Lead Web Marketing, Corporate Pricing, Industry Analyst Relations, and Competitive Marketing for the world's 6th largest independent software vendor. Rolled out new Electronic Marketing program with on-line ordering. Rolled out re-pricing of Sybase's 60 products. Designed industry analyst program and orchestrated Sybase's first international briefing tour and industry analyst teleconference. Re-focused competitive marketing on field needs, producing Sybase's first competitive videotape, audiotapes, and pocket guides. Directed 20 professionals and a \$5 M budget.
- 1992 - 1994 **SUNSOFT - DIRECTOR OF PRODUCT MARKETING** for the Commercial Solaris product line, generating \$40 M annual software revenues. Designed product and marketing strategy for SunSoft's main target market, developed programs and positioning for MIS customers.
Accomplishments:
 - Developed new funding source for system management tool development. Designed and managed consultant work that delivered product on time and on budget. Shipped 100,000 copies worldwide.
 - Negotiated joint development and co-marketing deal with Amdahl, replacing their UTS operating system with Solaris.
 - Negotiated cooperative development deal with Tivoli systems.**SUNSOFT - GROUP MARKETING MANAGER:** Managed UNIX System Administration and Server Software product lines. Chaired director-level investment strategy committee controlling \$8 M annual development budget and 75 engineers. Introduced five client-server software packages, every one of which was profitable.
- 1988 - 1992 **SUN MICROSYSTEMS - SENIOR PRODUCT MANAGER:** Conceived and developed Sun's server software product line, formulated and drove the software strategy for commercial UNIX servers. Identified target markets, specified product requirements, and developed marketing plan for scalable, high-availability commercial server software. Convinced Sun to invest more than \$4 M in server software development. Worked closely with engineering, sales, customer service and partners to ensure product quality, timeliness and smooth worldwide rollout. Launched market-share leading software for disk management tools.
- 1986-1988 **PACIFIC TELESIS - PRODUCT LINE STRATEGIST:** Developed product strategy for \$200 M/year Management Information Product line. Made pricing and positioning decisions. Advised Product Managers regarding features, pricing, and promotion. Developed \$100 M software investment proposal.

1979 - 1986

STANFORD RESEARCH INSTITUTE - RESEARCH ANALYST: Consultant in Systems Engineering; analyzed custom software systems from initial requirements surveys to installation and verification testing. Software systems ran on very advanced hardware for real-time, scientific, and simulation applications.

- Managed six engineers for two years in development, analysis, and test projects that were completed on time and on budget.
- Wrote engineering specifications for a \$50 M system. Ran test programs involving specially-instrumented aircraft and the GPS system.
- Consulted on projects for clients such as AMP, IBM, the Israel Air Force, Litton Industries, and the US government. Wrote more than 80 technical and management reports, as well as proposals for new business.

EDUCATION

1986

M.B.A. Marketing. Haas School of Business, University of California at Berkeley. Graduated in top 20% of class.

1979

B.A. History. Cowell College, University of California at Santa Cruz. Earned Honors in the Major and College Honors.

OTHER

Board experience: Western Magnetics, Inc., ILOG USA, DOTnet Consulting, Inc.
Guest lecturer: University of California Berkeley Business School Extension and Carnegie Mellon University's Engineering Economics Graduate Program.
Publications: articles in ComputerWire, Parallax View, Data Management Review, and the Taber Report.
Appeared on *Car Talk*.

References:

- ✓ Shellye Archambeau - CEO of MetricStream
- ✓ Keith Feingold - CEO of Contivo
- ✓ Skip Glass - General Partner, Canaan Ventures
- ✓ Pierre Haren - CEO of ILOG
- ✓ Berl Hartman - ex-VP of Blanc and Otus
- ✓ Tom Herring - Chairman of Expressiv Technologies
- ✓ Bobby Mukherjee - ex-CEO of Moonlight Systems
- ✓ Jonathan Schwartz - President/COO of Sun Microsystems
- ✓ Marty Sprinzen - retired CEO of Forté
- ✓ Roman Stanek - CEO of Systinet