

JIM KASKADE

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CHIEF EXECUTIVE OFFICER

Cloud Computing / SaaS / Digital Media / Data Management

10+ years as a CEO/senior executive building high-tech products, teams, and businesses in the areas of cloud computing enterprise software, Software-as-a-Service (SaaS), online and mobile digital media, online and mobile advertising, and semiconductors. Additional 10+ years in leadership roles developing data warehousing and business intelligence solutions. Managed product development, technology acquisition, licensing, complex partnerships, fundraising, and M&A. Led teams from 20 to 100 people at companies with annual revenues up to \$2 billion.

Areas of expertise include: cloud computing ecosystem (Infrastructure as a Service (IaaS), Platform as a Service (PaaS) and SaaS), cloud security, data mining and business intelligence, data warehousing, business models, go-to-market strategies, product development, talent acquisition, and team building. Entrepreneurial, with strong strategic vision, drive, charismatic leadership, and ability to execute in both large and small company environments. History of involvement with investors, Fortune 500 CIOs & CISOs, research analysts, press, and social media.

PROFESSIONAL EXPERIENCE

SIOS Technology – San Mateo, CA2010-2011
\$10M revenue business unit at publicly traded Japanese company providing open source enterprise software

SVP, General Manager, Chief of Cloud Staff: 50 (in business unit) Annual Budget: \$15 million
Responsible for developing a global cloud strategy and building new business unit

- ✓ Created cloud strategy, and business and operating plans
- ✓ Built team (technology, sales, operations) and launched core development (US, Japan, and India); reorganized and incorporated existing subsidiary focused on business continuity enterprise software
- ✓ Established relationships/validated strategy with Fortune 100 CIOs, data center architects responsible for largest data centers (Citibank, UBS, JP Morgan, Flextronics, etc.), and industry analysts (451, Forrester, Gartner, IDC, Toigo Partners, ESG, Saugatuck)
- ✓ Executed key partnerships, investments, and technology licenses, including a joint venture with Wipro Technologies (\$6 billion global system integrator)
- ✓ Demonstrated proof of concepts with customers

Created new cloud business unit from concept to 50 employees focused in the area of cross-platform (virtualized and non-virtualized) private PaaS enterprise software for Fortune 500 deployments; projected annual revenue of \$100 million over three years

StackIQ – San Diego, CA2009
\$1M revenue startup based on academically developed Hadoop cluster & datacenter automation software

Interim Chief Executive Officer Staff: 5 Annual Budget: \$1 million
Responsible for repositioning StackIQ into larger commercial cloud computing and BIG DATA markets

- ✓ Analyzed technology and identified larger applications and associated markets

- ✓ Restructured team & recruited senior staff including Chairman/CEO, CFO, CTO, VP Eng
- ✓ Validated strategy with key customer prospects and analysts
- ✓ Developed new business model, pivoting from HPC to enterprise-class Linux OS distribution tailored for private cloud computing / Big Data business intelligence installations

Re-positioned and re-structured StackIQ for successful Series A venture capital financing

Eyespot Video Network – San Diego, CA2005-2008

\$2M revenue digital media SaaS providing broadband and mobile video publishing & monetization services

Founder/Chief Executive Officer Staff: 22 Annual Budget: \$6 million

Conceptualized, built, and deployed a digital media SaaS managing broadband and mobile content for over 10,000 customers

- ✓ Created a strategy to link professional and social media
- ✓ Developed business model, raised financing, and built experienced digital media platform team
- ✓ Combined premium video with social media SaaS applications (media and mobile sharing capability, web-based video production tools) for viral personalization
- ✓ Deployed plug-and-play Web-based and mobile applications for website publishers and digital media owners, resulting in over 10,000 customers
- ✓ Developed advertising exchange using in-stream advertising with associated analytics with ad networks including Google, Tremor, Yume, AdapTV, Scanscout, Digitalsmiths, SpotXchange, Admob, Millennial Media, Third Screen Media, resulting in monetization of customer video content
- ✓ Captured enterprise customers including Lucasfilm, Sony BMG, News Corporation, IAC (CollegeHumor), Vh1, NBA, AETN (History Channel), Cyworld, and Demand Media

Led the digital media industry by combining video content personalization with a sophisticated scalable SaaS platform, with a clear monetization model

INCEP Technologies/Convergence Design – San Diego, CA1999-2004

\$1M semiconductor packaging technology startup

Chief Executive Officer (2000-2004)

VP Marketing and Sales (1998-1999)

Teradata (Division of NCR Corporation/AT&T) – San Diego, CA1988-1998

\$2B leading global provider of enterprise data warehousing and analytic technologies and services

Director of Product Marketing, Database (1998)

Director of Product Management, Data Mining & Knowledge Discovery (1996-1998)

Strategic Planning Program Manager, Data Warehousing (1996)

Technical Consultant, Database (1992-1996)

Senior Engineer, High-speed Networking (1988-1992)

EDUCATION / PROFESSIONAL DEVELOPMENT

Masters of Business Administration, University of San Diego (1989-1993)

Bachelor of Science, Electrical/Computer Engineering, UC Santa Barbara (1984 -1988)

Founders Institute, Entrepreneurship Mentor (2010-2011)

Recent Cloud Computing Speaking Engagements:

- ✓ Cloud Thought-Leadership Summit (Vail ,Colorado), 2011
- ✓ T. Rowe Price Think Tank, "Presenting the Future of Cloud", 2011
- ✓ Keynote at SugarCon, "Mission Critical Applications in the Cloud", 2010
- ✓ Open World Forum (Paris), Cloud Computing Think Tank, 2010
- ✓ CeBIT, "Enterprise Applications and the Amazon Cloud", 2010
- ✓ Cloudslam, "Mission Critical Applications Can Benefit from Cloud Computing", 2010

REFERENCES

BOD / ADVISORS

“Jim is a hands-on, high-energy CEO with excellent communication & people skills, ethics, and financial acuity.”

“I came out of retirement because of Jim. His energy was contagious. His focus on big opportunities was too compelling. His ability to articulate his vision was outstanding.”

“Jim is extremely resourceful, of the highest integrity, the consummate professional, and a charismatic leader who commands respect.”

- * Jack Shemer - Founder of Teradata; Co-Founder & Chairman at INCEP
- * Mark Czepiel – Top Tier Investments, Investor & BOD at INCEP/Eyespot
- * Joe Markee – StaIQ CEO, Express Ventures; Investor & BOD at Eyespot

DIRECT REPORTS

“Clearly a ‘level-5’ leader. Jim is fanatically driven and infected with an incurable fire.”

“Jim is an ‘A-CEO’, displaying passion and resolve for the drive, vision, and purpose of the company...a recognized leader in the industry.”

“Jim is one of the few CEOs who truly understands what it means to leverage the strengths of his team.”

- * Surendra Reddy: CTO, SIOS Technology
- * Jeff Gilford: CFO, Eyespot
- * Mark Hill: SVP Bus Dev, Eyespot

PEER CEOs

“Jim is a shareholder’s ideal CEO, and a leader who sees his professional goal, namely ROI, as so profound in importance that it’s his oxygen.”

“With incredible insight, Jim is a rare CEO who understands the blend of offering and go-to-market strategy.”

“Jim is in the elite category of CEOs who can couple vision with execution, commanding inspiration, motivation, and leadership.”

- * Rich Miller – CEO, Virtual Vehicle
- * Dan Flanagan – CEO, Brand Anywhere
- * Adeo Ressi – CEO, Founder Institute

CUSTOMERS/PARTNERS

“If there's a large disruptive market opportunity and it involves Jim, he will craft a win-win deal, no matter what level of complexity it involves.”

“Jim's ability to understand, navigate, and engage customers at all levels of the organization is astounding.”

“Brilliant in his ability to break down the essence of a partnership, Jim keeps all parties involved focused on the end-goal.”

- * Sajjad Hussain – GM, Wipro; SIOS SI joint-development partner
- * Chris Carvalho – COO, Kabam; Head of Lucasfilm Business Development; Eyespot customer
- * Jeff Ulin – EVP, Autum Games; Eyespot customer