

# John F. Rizzo

650.704.9855

John@Catapult-Partners.com

**Objective:** CEO of revenue-stage technology startup, or senior executive at either a mid cap company or larger public company.

## Leadership Experience

CEO of two companies, background includes some of the world's most successful firms. Helped guide companies through start-up, flagship product launches, major branding and marketing campaigns, high growth, IPOs and acquisitions. Built high performance, high velocity, winning cultures, attracting "A" level recruits.

**Learned from the best:** Led product management and shipment of the first Apple Macintosh, working with **Steve Jobs**. At age 24, participated with **Andy Grove** on the creation of his first book, *High Output Management*. At 27 years old, served as VP Marketing & Sales for Weitek, growing the company to \$50M in revenue and leading road show for successful IPO. Contributed to **Geoff Moore's** seminal book, *Crossing the Chasm*.

Served on the Advisory Boards of notable start-up and second-stage companies. Advised several iconic leaders of technology and Silicon Valley venture capital firms.

## Earnings Performance

**As CEO** and advisor, led successful launch of businesses that delivered profitable growth. Led turnaround of a number of failing businesses and products.

High-performance track record earned the trust of several major venture firms including NEA, Walden, IVP, ATA and Javelin. Led one company through IPO and set the stage for another, as well as several acquisitions. Established early cloud-based social media and software-as-a-service (SaaS) play in 2000 that actually generated revenue. Grew the firm to breakeven.

Key early-stage contributor to companies that are today delivering **well over \$100B in combined sales**.

## Industry & Technology

Broad and deep experience/expertise in industries including semiconductors, EDA, mobile and wireless systems, consumer electronics, internet, new media, video gaming, software and SaaS.

## Strategy, Business Development, Fundraising

Led strategy, business development and fundraising for 14 companies. **Raised total of more than \$150M** in private and public markets. Notable early-stage contributions include nVidia and Cirrus Logic (initial sales, development, product launch and marketing), which grew from start-up to over \$4B and \$2B in sales, respectively. In another case, RIM eventually paid \$600M to license IP for use in Blackberry products. In a fourth example, the company posted revenue of \$250M in its first year of business.

## Consumer & Enterprise Marketing

Created successful, competitive brand and corporate identity strategies, built new brands and revived flagging ones. Led disruptive initiatives and drove market creation for groundbreaking products and technologies: Apple Macintosh, Flash memory, early graphics chips for PC gaming, laser printers, tablet computers, early social media, digital audio amplifiers and home wireless content platforms. Applied consumer marketing techniques to enterprise channels and products.

While driving the launch of **Apple Macintosh**, conceived of the idea to create one of the first laser printers, the Apple LaserWriter. Deployed the world's first laser disk-based retail demonstration kiosk for the hugely popular Test Drive a Macintosh program.

## Global Market Experience

**Broad international experience on four continents.** Directed global market strategy for Oracle. Managed international teams and operations for several technology companies. Developed strategy and launched groundbreaking wireless consumer platform for emerging worldwide consumer markets as CEO of Zeebo. Planned and executed market entry in Latin America, India and China.

**Jive Software Inc.**  
Chief Marketing Officer  
2011-present



**Became Chief Marketing Officer of this late-stage software and SaaS business which applies social technology to enterprise businesses. Upon my assignment, Jive had 25M users across 3,000 customers, 400 employees, and was pre-public. Key deliverables include building the global brand, executing programs to fill the sales pipeline and drive corporate initiatives to scale the company to \$1B in revenue.**

**Zeebo Inc.**  
President, CEO  
2008-2011



**Working with Qualcomm (the single outside equity investor), developed business plan and launched the world's first wireless entertainment, education and internet content delivery platform for emerging consumer markets. The Zeebo system features over-the-air content distribution and direct-to-consumer marketing, applying Qualcomm CDMA technology.**

- Grew the company from 3 employees to nearly 100 in 5 global offices. Direct reports include VP OPS, CFO, SVP Platforms, SVP Content and Services, President, Zeebo India, VP/GM Zeebo Shanghai Information Technology Limited, VP/GM Zeebo Mexico and VP/GM Zeebo Brazil SA.
- Developed strategy for low-cost platform and wireless content delivery & monetization, targeting "Next Billion" consumers in developing countries.
- Closely involved in the industrial design, software and user interface. Built billing systems and setup distribution and retail stores.
- Signed wireless wholesale data agreements and became an MVNO (Mobile Virtual Network Operator) with carriers in Brazil and Mexico and with AT&T Mobility.
- Built billing systems for debit, credit, pre-pay, Boleto and pin-on-receipt systems in Mexico and Brazil.
- In these markets, consumers have rising incomes but are unable to afford personal computers or video game consoles and have very limited access to wired internet access. They can however pre-pay for content and digital services at a \$7 to \$10 a month rate delivered over a 3G-connected wireless appliance that downloads educational content & games and offers web access and use of social networking. The business model is similar to Netflix but in emerging markets with a proprietary 3G hardware platform.
- Created Latin American sales plan and launched in Brazil and Mexico. Built local brand awareness through ATL and BTL marketing programs and established nationwide retail distribution in both countries, growing installed base in consumer homes to tens of thousands of units and rapidly accelerating content and services growth in less than 18 months.
- Planned and executed market entry in India and China through major joint ventures.
- Drove creation of localized, downloadable entertainment and social & educational content (both original and third party) for digital distribution to homes.

**Catapult Partners Consulting**  
CEO, President  
2004-2008  
1993-1995 & 2011



**Provided high-level corporate consulting and guidance, ranging from Interim CEO functions to business plans and fundraising efforts. Industries served include web businesses (B2C and B2B), enterprise software, SaaS, wireless technology, video gaming, personal computing systems, semiconductors and EDA.**

- Led start-ups through initial fundraising and IPOs, including 11 successful funding projects and equity events. Several clients have grown into multi-billion-dollar companies.
- Clients include nVIDIA, HP, Cirrus Logic, Cadence Design Systems, Qualcomm, Goal.com, Oracle, Sun, Quantenna, Zero-G, Atrenta, Arteris, Panocorp, Power Computing, Pure Software, Motorola, Sion Power, MoSys, Sidense and Tula. (See consulting addendum, attached.)
- Founded Man Bites Dog, a design and advertising firm. Billings grew to \$2M, interest was sold to partner.
- Founded Zoom Marketing Corporation, a high tech internet marketing PR firm. Grew to \$1M and sold.

**Informative, Inc.**

CEO, President  
1999-2004



INFORMATIVE

**Joined at the funding stage of a dotcom social media startup (originally named Cahoots) as a consultant while the technology team developed its first product in Tel Aviv, Israel. Retained as permanent CEO and created the U.S. company. Developed the business strategy, raised equity capital and ramped the first product to over 100,000 users. Managed U.S.- and Israel-based operations with over 100 employees. After the dotcom bust, successfully transformed the business into a SaaS provider, culminating in acquisition of the company.**

- Raised \$35M in capital.
- Re-engineered the business from a web-based communications company to a leading marketing automation SaaS firm. Executed this process through a series of four accretive acquisitions involving stock swaps and assignment of assets (with less than 20% cumulative shareholder dilution).
- Gained market-leading customers including Procter & Gamble, Pfizer, Vanguard, Fannie Mae, Lego, Citigroup, Sprint, Walmart, Cisco, HP and the BBC.
- Rationalized the roles of three technical founders in Tel Aviv and those of three former CEOs of the acquired firms. Grew the business rapidly and positioned the company for positive cash flow and profitability.
- Grew average annual bookings 400% and revenues 425% from '99 to '03, with gross margins of 65%+.
- Company acquired in 2007 by Satmetrix.

**Tripath Technology**

Vice President,  
Marketing  
1997-1999



TRIPATH

**Launched a new category of digital power amplifier for ADSL, digital cellular, consumer audio and consumer DVD video products for fabless semiconductor company, setting the stage for successful IPO and eventual \$500M+ market cap.**

- Drove category creation for new class of digital audio amplifiers, positioning company as the category leader.
- Created high-visibility consumer-facing brand among audio and video manufacturers and consumers.
- Developed technical marketing, applications engineering, sales tools, reference designs and formal product management functions, accelerating adoption of the product, design wins and sales.
- Grew sales from 0 to \$25M in two years.
- Supported a direct sales force with design wins at Alpine, Sony, Apple, Kenwood and Panasonic.
- Developed new product line extension into DSL communications and secured first design-in.
- Initiated early business development into RF amplifiers for mobile handsets.

**Oracle Inc.**

Vice President,  
Global Marketing  
Planning & Programs  
1996-1997

ORACLE®

**Developed and managed creative and development teams for rollout of new Oracle web properties. Staffed and managed Oracle's first consolidated Industry Analyst program and participated in the development of Oracle's first globally-integrated marketing plan.**

- Consolidated 90 public web sites into a single unified Oracle.com site with 25-person internal web development team.
- Developed nc.oracle.com to support Oracle's thrust into network computing.
- Established an integrated Industry Analyst Relations program, improving relationships with key software analysts.
- Assisted in the development of Oracle's first consolidated global marketing plan.

**Momenta Inc.**  
Vice President,  
Marketing  
1990-1993



**Developed product strategy, led product management, product marketing, industrial design, channel marketing, independent software vendor marketing, customer service and support, advanced technology and outbound marketing for tablet computer.**

- Defined a new category of portable computer.
- Launched product with major media coverage (including 8 magazine covers).
- Co-created a new magazine with David Bunnell (creator of PC Magazine, PC World, MacWorld, Personal Computing, New Media and Upside magazine).
- Built customer service, product management, product marketing, software vendor marketing, channel marketing and advanced technology organizations.
- Signed three major computer retail firms to stock the product. Booked \$25M in upfront orders for the machine on launch day.
- "Ahead of its time" product depended on many immature technologies (LCD, battery, touch screen) and ultimately failed.

**Weitek Corporation**  
Vice President,  
Marketing & Sales  
1985-1990



**Led all aspects of marketing for pioneering fabless chip company, selling \$1,000 ASP semiconductor chip products into the PC and workstation markets. Executed a successful IPO (at a time when high-tech IPOs were slumping).**

- Sales growth from \$10M to \$50M while gross margins increased from 30% to 85%.
- Product mix changed from 90% second source to 90% proprietary chips.
- Public offering in 1989 with a market cap in excess of \$150M, growing to over \$400M in '90.
- Created product, application, strategic and technical marketing organization.
- Led IPO road show, secured backing from institutional and retail investors.
- Created and led a business unit to develop and launch the world's first consumer branded 3D graphics solution – The Abacus – to enable personal computers to do CAD/CAM and high-performance, arcade-level video games.
- Created and led a business unit to develop and launch the world's first application-specific processor – the HyperScript – specifically designed to accelerate laser printing.

**Apple Computer**  
Product Marketing  
Manager, Macintosh  
1983-1985



**Led product marketing and product management of peripherals, hardware, applications software and operating system software for the first Macintosh.**

- Launched 128K and 512K Macintoshes with over 200,000 units shipped.
- Developed and launched Imagewriter printer, LaserWriter and Appletalk Imagewriter.
- Launched Mac OS, MacWrite, MacPaint, MacProject and MacDraw.
- Developed/launched world's first videodisk-based instructional demonstration kiosk.
- Participated in Macintosh rollout tour, presented and trained 1,000 dealer personnel.

**Intel Corporation**  
Senior Marketing Roles  
1979-1983



**Served in complete range of marketing responsibilities, including technical, product, tactical, sales development and strategic planning. Assisted William Davidow in training of all marketing personnel on marketing planning, leading to his book High-Tech Marketing. Participated with Andy Grove in the development of his first book, High Output Management.**

- Launched world's first E2PROM, the predecessor of Flash memory technology.
- Became volume leader of EPROM technology in worldwide market.
- Trained Intel's entire marketing workforce on writing marketing plans.
- Managed \$100M+ EPROM business with > 60% gross margins.