

[Résumé follows below cover letter in this PDF]

Dear Red Seal -

I'm writing about the **Technical Director of Sales – North Vancouver, BC** position you're recruiting for (Job Number 2004).

In my summary below, I include a description of a complex and highly customized sales win which I developed, and its major financial & strategic consequences for my organization (Sun/Oracle).

Summary:

I'm a highly multilingual seasoned technical sales leader, deal maker, and partnership builder, with a specialty in fast global growth, and particular experience in negotiating complex, high-value deals; working with sales teams that include designers and fabricators to provide custom solutions; industrial automation; and growing new business from nothing.

I grew up on airplanes and have lived and worked in various European, Asian, Latin American, and Middle Eastern countries as well as North America. I'm comfortable with a constant travel schedule, and can interact with ease and correctly with people of all status levels, cultures, and geographies.

25+ years of operating in and for Silicon Valley companies in senior sales, marketing, engineering, & partner roles also bring ideas, experience, and connections from the US which are useful.

It's perhaps worth mentioning that one of my engineering specialties before going into sales and marketing was designing and implement artificial intelligence systems for plant automation at a Fortune 200 chemical company.

I've sold at the executive level on a global basis; been sales person of the year at Sun/Oracle; managed direct, channel, and strategic partner sales for both start-ups and industry giants; and have made my partners and customers thrive.

My cross-cultural negotiation skills with senior executives are at an unsurpassed level; the value of contracts I've negotiated, the options taken on them, and other sales I've closed now exceeds US\$1.75bn, generated on 6 continents.

→ As an example, I challenged parties to see their businesses differently and negotiated the agreement that cut the Gordian knot of a complex systems and software deal that **Sun Microsystems** and **Fujitsu** had unsuccessfully been trying to make for more than a decade, against strong NIH on both sides — successfully aligning

boardrooms, engineering, legal, finance, & worldwide geo organizations in both companies, as well as complex partners (e.g., **Siemens**), and involving valuation of both companies' UNIX-related businesses and patent portfolios.

The result was a series of engineering, product development, and marketing program commitments whose executions were successfully managed over a 2-year+ period; mutual IP transfers; the unexpected abandonment of Fujitsu's UNIX business in favour of becoming Sun's OEM; the transformation of a competitor into a strategic partner; the creation of a Fujitsu-Siemens distribution channel joint venture and new worldwide customer success organization; and a new US\$180M/yr OEM revenue stream and raised stock price for Sun.

This was not a one-time sale, but a key partnership, which required active management, including after initial US\$17.5M contract, to realize full value.

I'm keen to discuss how I can add similar value to Mantech's operations.

I seek a new work situation because my wife and I want to live closer to our daughter, who's a researcher at UBC; therefore, I'm looking to work in the Vancouver area, and can relocate immediately (without financial assistance). I am already frequently operating from my daughter's place in Vancouver, and we're in the final stages of buying properties, both in Vancouver proper and nearby.

Please have a look at the attached CV on the following pages (languages section at end). If my skills & experience are a match with Mantech's needs, let's set up a call or meeting to discuss.

Many thanks,

Joe Bosurgi

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WORLD-WIDE GROWTH / HIGH-VALUE STRATEGIC SALES

Advanced Technologies & Emerging Markets

Americas • Greater China • India • Japan • Asia-Pacific • UK • Scandinavia • Mediterranean • EMEA

PROFESSIONAL EXPERIENCE

INTLSTRAT.COM, San Francisco, Hong Kong, London

Principal/Management Consultant (sometimes overlapping with employment), 2002 – present

Clients include Freescale Semiconductor/NXP, Convergys, Alopa Networks (later C-COR Inc./Arris), Varicent, E3R and others.

- Lead (or salvage) “too-important-to-fail” international negotiations and structure agreements (especially Greater China & Japan).
- Develop, negotiate & manage international strategic direct sales, OEMs, channel & account plans, and marketing & funding campaigns – Global 1000 to start-ups, semiconductors/IoT to SaaS/software.
- Execute market entry & set-up international channels (including emerging markets with unique distribution systems, e.g. India, China).
- Recent clients include VMware, HP, etc.; assignments include enterprise software sales in Japan, connecting greentech/cleantech companies/technologies across borders (e.g. US/China) to improve ROI & success of environmental solutions, GDPR readiness.

EQUILIBRIUM, Sausalito, CA

Privately held company with equity investment from Celartem, a public Japanese company, www.equilibrium.com. Products enable on-demand dynamic video/media delivery & advertising insertion in any format (web, broadcast, mobile phone, print), automatically reformatting correctly for the delivery media. Solutions feature strong integration with Microsoft SharePoint.

Managing Director, International Business, 2008 – 2009

- Managed sales efforts/teams for enterprise video / media / advertising software and services outside the US, plus key US-based global media accounts. (Sold both subscription/hosted SaaS & on-premise/License models)
- Negotiated complex international and global deals involving systems integrators; developed joint bids and proposals for (a) solutions enabling Microsoft SharePoint to effectively handle image, video, and multimedia assets; (b) multi-platform stand-alone and SaaS solutions for on-demand media processing, delivery, and monetization. Major focus on new media/entertainment/“TV Everywhere” and telco/CDN markets.
 - Increased international sales 4.3x YOY
 - Facilitated market entry in Japan/Korea with OEM partner/investor (Celartem)
 - Major new blue chip wins (e.g., Nokia Siemens Networks, Interpublic Group, Elsevier)
 - Established beachhead and expanded momentum for ASP business in Europe and pioneered new media/new TV market.

CALLIDUS CLOUD (Based in London, UK office)

Public company [CALD] Nasdaq, www.calliduscloud.com, makes enterprise software solutions to manage variable compensation, incentives, quotas, territories & analytics in large-scale sales forces & agent networks. Major focus on financial services, insurance, telco.

General Manager, Asia-Pacific, 2007 - 2008

Established market entry for Callidus in APAC and Middle East, including establishing key regional integration and alliance relationships with Accenture, IBM, TCS, and SAP. Sales included both on-demand/SaaS and on-premise/license models.

- Managed all sales efforts & teams, direct & indirect, for enterprise software & services in Asia-Pacific region (including Japan), expanding pipeline more than 10x and increasing YOY sales more than 3x.
- Established & maximized direct & SI channel sales into finance, telco, insurance, manufacturing & retail.
- Acted as sole negotiator or leader of team for complex contracts & strategic deals
 - Major blue chip wins (Vodafone APAC, HSBC, Orascom, TCS)
 - Global Account Director for HSBC

ELEKSEN GROUP PLC, London, UK

Public company with investment from 3i, MTI, and Siemens that ceased operations when the UK investment climate changed and Series B investment was cancelled. Pioneer of unique electrosensitive textile technology, producing controllers/input devices and components to integrate into garments, soft goods, and portable consumer devices. Major markets included garment/bag/case manufacturers, handset manufacturers, and tablet manufacturers, and embedded “Smart Home” sensors / controllers / IoT.

VP Worldwide Sales, 2006 – 2007

Managed all sales efforts & teams, direct & indirect, worldwide. Developed & executed growth strategy for new business & new market entry in wearable technology & electronics; smart garments; high-tech fashion & applications of smart fabrics (e.g. garment-based device control, lightweight fabric keyboards/peripherals, soft consumer electronics devices, smart toys & furniture.)

- Grew revenues 2.7x.
- Maximized direct & ODM/OEM channel sales into manufacturers & supply chain of wearable electronics, garments, accessories, handsets, MP3 players, GPS devices, & media/communications devices.
- Forged and expanded partnerships with:
 - Apple, establishing presence as a highly visible member of their “Made for iPod” accessory business
 - Microsoft, achieving recognition in acclaimed debut at CES in 2007 for Vista-Sideview notebook accessories (active computer cases/covers with controllable displays)
 - Intel and Greater China manufacturing/ODM supply chain of Eleksen and customers, facilitating product development
- Led market entry for smart textile technology with Belkin, Zegna, Asus, North Face, Targus, Case Logic, Adidas, Levi’s, Nokia, Mattel, etc.

GRACENOTE, INC.

Gracenote, (www.gracenote.com), makes embedded and SaaS software/data solutions for music and media recognition, metadata, analytics, and listener/viewer experience enhancement. Major focus on consumer/home/auto entertainment device makers and content delivery network markets. Acquired by Sony America, and later Tribune Media Services and Nielsen, but retains Gracenote brand.

Director, Greater China & Southeast Asia (Hong Kong office), 2004 – 2005

- Led initial market entry and revenue in Asia outside of Japan/Korea, selling to accounts such as Philips, Thomson, Creative Labs, Oregon Scientific/IDT, BenQ, Brookstone/OSIM, Chunghwa Telecom, Tom.com, LinkTone, Lite-On.
 - Grew both revenues & margin from zero in Asia, with special focus on China.
 - Increased indirect sales to branded consumer electronics via Greater China manufacturing/ODM supply chain (design wins, reference designs, etc.).
- Established relationships with:
 - ODM/OEM channel into supply chain of home entertainment systems, automotive entertainment & audio systems, MP3/media players, multi-media phones & communications devices, including chip-set-level OEMs (embedded software sales).
 - Regional telecommunications carriers, entertainment portals, & ringtone/ringback service providers.
 - Government bodies to use Gracenote technology to meet WTO & intellectual property obligations.

INTLSTRAT.COM, San Francisco, Hong Kong, London

Principal/Management Consultant (sometimes overlapping with employment), 2002 – present (see also p. 1)

Clients included Freescale Semiconductor/NXP, Convergys, Alopa Networks (later C-COR Inc./Arris), Varicent, and others.

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SUN MICROSYSTEMS, Palo Alto, CA (acquired by Oracle)
1997 – 2001

Strategic Sales Manager, EMEA, Telco Software Group (Sun Corporate)
Regional Sales Manager, Asia-Pacific Software Sales (Sun Corporate, promotion)
Director of Strategic Partnerships, Asia-Pacific/Japan (SunSoft subsidiary)

- Sole negotiator or leader of team for complex contracts & strategic deals involving several companies, engineering collaborations, IP licensing, complex opportunity proposals (e.g. foundation contract for \$1.5B/7-year deal). Accounts: Fujitsu, Toshiba, Samsung, Fujitsu-Siemens, Ericsson, BT, Marconi.
 - Led the dramatic and lucrative turnaround of key international account into strategic partner.
 - Achieved up to 452% of quota (average over 200%), ranging from \$4.5M – \$25M in various years.
 - Recognized as "Sales Person of the Year" award 1998.
- Orchestrated all tactical regional sales activities & channel management, including changes in distribution models & channel transition to web-based sales.
 - Led multicultural/multi-time-zone sales teams of up to 50 people.
 - Increased total annual revenue management 11.2x, up to \$180M.

NOVELL, San Jose, CA
1992 – 1996

Asia-Pacific Regional Director, Internet Commerce Division
Manager, APAC Field Marketing, UNIX Systems Group / "AAA" Group
International Product Manager, UNIX products

Jump-started Internet, VPN & telephony business in Asia, selling to senior management at OEMs, major accounts, government agencies. Matrix-managed 12-member regional field organization, responsible for up to \$9M revenue.

- Developed and executed:
 - Channel marketing & enablement programs on-budget and exceeded ROI targets (localized programs were so successful they were copied & "exported" to U.S. market).
 - Asia-Pacific channels for new business, exceeding forecasts.
 - International product marketing & go-to-market strategies for UNIX products (EMEA, APAC, Latin America).
 - Accurate international manufacturing plans, COGS & ROI, schedules.
 - Localizations and international products for all major EMEA and APAC markets as international PM.
 - Integration of international channels and joint ventures of UNIX Systems Labs (USL) and Digital Research post acquisition.
- Successfully established presence in China.
 - Managed relationships with joint venture partners, distributors & government ministries.
 - Developed proposals for government "Gold" projects.
 - Trained local partners in sales, marketing & business planning.
 - Planned & executed road shows, seminars, trade show presentations.
 - Managed multicultural local teams.
- Frequent large-scale public speaking and press/analyst interviews.

GO CORPORATION, Foster City, CA

Private company with Series-A investment from Kleiner Perkins, later IBM and AT&T. Pioneer of handheld devices and tablet computers capable of accepting handwriting and gestural input and the system software to drive these devices, establishing the paradigms later to be used by Palm PDAs, Apple iPhone, and modern tablets. Company has ceased operations.

Director, International, 1990 – 1992

- Jump-started GO's international business from zero to major importance. Opened discussions with NEC, Fujitsu, Hitachi, Epson, Sharp, Sanyo, ARM.
- Developed, sold, and delivered international business plans necessary for IBM's & AT&T's \$20M investments.

GO CORPORATION, continued

- Sold key OEMs, ISVs, investors, and press/analysts on GO's international vision & products (especially in Japan & Asia).
- Defined & delivered localized GO products (including customized versions for OEM systems).
- Recruited, established & managed three new multicultural teams.
- Negotiated agreements & schedules.

CLARIS CORPORATION (now FileMaker, Inc.), Santa Clara, CA

Wholly owned subsidiary of Apple Computer, maker of personal productivity and file management software.

Manager, International & Linguistic Engineering, 1988 – 1990

- Led highly matrixed product internationalization and localization process involving Asian, European and U.S. development teams, Japanese partners, localization houses and international distributors. Led product teams overhauling the software to be localizable for Asia and Europe and produced major localizations.
- Delivered localizations on time and on budget. Coordinated international product schedule (more than 350 SKUs and associated collateral in 14 languages).

ROHM AND HAAS (acquired by Dow Chemical, now part of DowDuPont), Philadelphia, PA

Fortune 200 chemical company.

Expert Systems Team Leader, 1986 - 1988

Started and led expert systems development, introducing new AI technology and methodology into traditional IBM mainframe shop. Delivered mission critical expert systems for real-time process control, safety, regulatory compliance, and sales force automation, with bottom line impact of several \$M.

LANGUAGES

- **Speak and read:** English, Mandarin Chinese, Japanese, French, Italian, Cantonese
- **Working knowledge, read:** German, Spanish, Swedish, Malay/Indonesian (+ familiarity with others, e.g. Korean, Hindi)
- **Citizenship:** U.S.A., with application for Italian dual-citizenship & EU passport in progress.
- **Work Authorization:** Currently being sponsored for Canadian permanent residency & work authorization by my wife, a Canadian citizen; eligible for fast corporate work visa under NAFTA.
- **Have lived in:** Hong Kong, Japan, India, UK, Italy, US; **currently**, split time between San Francisco, CA & Vancouver, BC.

EDUCATION

- Bachelor of Arts, Asian Studies & Classical Languages (double major), Haverford College, Haverford, PA
- Attended University of Pennsylvania & University of Mysore (South India) for credit towards Haverford degree through cross matriculation and exchange student programs.
- Further studies in Computer Science, Signal Processing & Mathematics at MIT, Columbia University & Drexel University.

ORGANIZATIONS & STANDARDS BODIES

- Unicode Consortium (aka ISO 10646; Founding Member, Chairman of East Asia Committee).

Additional experience in software engineering, software product development, and as biomedical translator. Details available on request.