

# Jason B. Feinsmith

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**Software and mobile executive with razor-sharp marketing & bizdev instincts, deep product & technology expertise, and entrepreneurial passion to scale-up your business.**

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## **EXPERIENCE**

2008 - Present **GREENLIANT SYSTEMS (Formerly SST)**, Santa Clara, CA

### ***Vice President – Mobile Internet Platforms***

- Head of Greenliant's stealth mobile business unit, reporting to CEO.
- Responsible for all aspects of unit including business strategy, product management and marketing, customer development, software and hardware engineering (teams across US, Europe and Asia), secure operating system platform and end-user apps, security architecture, mobile internet push and cloud server infrastructure, contracts, IP licensing, and financials.
- Notable activities include creating 3<sup>rd</sup> party Software Developer Kit, developing innovative mobile apps (e.g. secure media, games, maps, CRM) targeting consumers and enterprise, business development with mobile operators and handset OEMs in Europe and Asia, serving on GSMA and ETSI mobile standards committees, linux and open source software development, and developing a custom Android handset.

4Q07 – 2Q08 **YAHOO!** Sunnyvale, CA

### ***Product Marketing Strategy & Financial Analytics Consultant***

- Developed predictive models to optimize revenue ROI on website traffic, ads and conversions for HotJobs unit, including extensive data mining and multi-dimensional regression techniques.

2005 - 2008 **ACCOMPLICE, INC.**, Palo Alto, CA

### ***CEO, CMO and Co-Founder***

- Accomplice delivers task management software for pro-sumers and enterprise teams to manage their to-do's and goals, and synchronize actions across teams. The desktop, mobile and internet syncing application combines task management with targeted advertising, and has won best-in-class acclaim from recognized industry leaders, press, and customers.
- Created initial prototypes, product vision and business plan. Then raised funding, grew a team, and launched a world-class software product and internet service, surpassing most core business metric targets, achieving initial revenues, and establishing international distributors.
- Operated as chief product and customer marketing officer, while my CTO drove engineering.
- Acquired over 40,000 users prior to sale of company. Direct revenues ranged from individuals to small businesses to volume orders at Fortune 50 companies.
- Closed the sale of the business to Vertabase in 2Q08.

2001 - 2004 **SILICON STORAGE TECHNOLOGY (SST)**, Sunnyvale, CA

### ***Sr. Business Director – Product Management, Business Strategy and Execution***

- Accountable for profit & loss and all business aspects of SST's main business unit (\$300M / yr).
- Served as key member of 10-person executive team at world's #1 unit supplier of flash memory.
- Increased revenue by over 80% and brought gross profit from -22% to +18% by executing uncompromised product marketing, driving quality initiatives, lowering costs, setting prices with care, introducing new technologies and product lines, and growing relationships with strategic customers such as Samsung, LG, CSR, Seagate, Siemens, Panasonic, Dell, and Apple.
- Hired and led a high quality product management team reputed as SST's "gold standard".
- Architected and implemented critical enterprise IT systems to scale the business: price and sales quote workflow, forecast & analysis, customer relationship management, product lifecycle management, product transition processes, and online product communication systems.
- Took a leave from SST for 3 years to found and grow Accomplice software.

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Summer 1999 **VERTEX MANAGEMENT**, Redwood City, CA

**Venture Capital Associate** (Summer MBA Internship)

- Evaluated 80 internet software and networking business plans, and conducted due diligence.
- Headed investment in Atmosphere Networks, including due diligence, investment papers, legal term sheets, and negotiation to bring on additional investors, leading to \$2MM funding.

1995 - 1998 **XILINX, INC**, San Jose, CA

**Marketing Business Unit Manager**

- Transformed a small US operation into a profitable international business unit, scaled it up by 7x and made Xilinx the dominant programmable logic player in engineering schools worldwide.
- My mission in running the "Xilinx University Program" business unit was to get Xilinx software embedded into every top engineering school and R&D center worldwide. As a result of my efforts, Xilinx is a core platform in the curriculum of virtually every top engineering school in the world including MIT, Berkeley, Stanford, Tsinghua, ETH Zurich, Imperial College of London, Seoul National University, École Polytechnique and 1,500 others.
- Formed new distribution partnerships in Europe, Taiwan, Korea, Canada, China.
- Developed and co-edited Prentice Hall's "Xilinx Student Edition" textbook & software offering. Created new software publishing, distribution and partnership model. This expanded to become a leading Prentice Hall series now used in most major engineering colleges.
- Developed, promoted, and ran 30 international workshops to train 1,000 professors.
- Implemented web site including direct online marketing and services to 4,000 professors.
- Launched market-focused software and hardware products, adopted annually by 150K+ users.
- Awarded "Factory Contributor of the Year" by Xilinx's Asia-Pacific Region.

1991 - 1995 **INTEL CORPORATION**, Folsom and Santa Clara, CA

**Sales Executive**

- Tripled annual sales at my PC, network, and hard drive accounts.
- Initiated and drove distributor sales programs resulting in increased regional sales.
- Recognized for mobile processor and LAN product management prior to entering sales force.
- Developed portions of television and print ads for the Intel Inside® program.
- Completed Intel's renowned Technical Sales Engineer training program.

1989, 1990 **NATIONAL SEMICONDUCTOR CORPORATION**, Santa Clara, CA

**Software Design Engineer (Internship)**

- Designed software program to characterize 0.8-micron integrated circuit cell libraries.
- Developed Computer Aided Design tools in 'C' and PostScript to improve user effectiveness.

## **EDUCATION**

2000

**STANFORD UNIVERSITY GRADUATE SCHOOL OF BUSINESS; STANFORD ENGINEERING**

- **M.B.A. and M.S.** in Computer Science (dual degree), December 2000. Top 15% of MBA Class.
- Engineering masters thesis, database implementation in C++, was considered the most challenging curriculum in Stanford's Computer Science department.

1991

**CORNELL UNIVERSITY**, College of Engineering, Ithaca, NY

- **B.S.** in Electrical Engineering, with Distinction.

## **OTHER**

- **Inventor:** US Patent 7,197,502: "Machine-Implemented Activity Management System Using Asynchronously Shared Activity Data Objects And Journal Data Items".
- **Hidden talent:** Considered an Excel guru, I teach an advanced Excel course on the side for fun.
- **Soccer Coach:** AYSO Region 45, Mountain View, CA (2010 – present).
- **CubScout Master:** Leader of Pack 504, Saratoga, CA (2010 – present).