



### CAREER AT A GLANCE

The Berwick Group



1985	1990	1995	2000	2005	2010	...2012...
National brand banner advertising	Wireless text messaging	Cloud-based services	VOIP and unified communications	Cluster file systems	Cloud traffic management	
Telecommunications consulting	Online services	Vertical mkt web portals	Application networking	Multi-core processors	Data center fabrics	MDM and BMS

**Thought-leadership & strategy ... Breakthrough products & services ... Emerging & growing markets**

### Skills and Deliverables ... Throughout the Growth Process

Vision and energy to take us "where the puck is going"



### Professional Accomplishments and Highlights ...

#### FORCE FIVE PARTNERS

Marketing Analytics and Strategy Consultancy

##### Partner

- ▶ Market entry strategy for foundation technology in smart meter analytics, BMS, Demand Response and related energy management technologies
- ▶ CEO dashboard -- competitive benchmarks and peer metrics
- ▶ Previously: Customer acquisition/retention schemes for online education innovator.

#### SUN MICROSYSTEMS, INC. (Oracle)

Computer Systems Vendor

##### Senior Director, Corporate Strategy and Development

- ▶ Led inorganic growth strategies for Sun's Systems, Storage, Microelectronics and Labs
- ▶ Deals that yielded billion \$ product line expansion (CMT servers), and allowed Sun to enter new segments (networking), netting hundreds of millions of incremental revenue.
- ▶ Noteworthy Sun Deals: *Kealia* (x86 system design); *Nauticus* (application networking, load balancing); *CFS, Inc.* (cluster file system for HPC); *OTSI* (optical tape technology) *Afara* (chip multi-threading SPARC chip); *Montalvo* (x86 "clone")
- ▶ Led Investment Committee with responsibility for investment portfolio, including *Fulcrum* (Intel), *Connecterra* (BEA); *Dynamicsoft* (Cisco), *Syndeo*, *Longboard*, *Xacct* (Amdocs)
- ▶ Negotiated strategic agreements with Lucent and Cisco unified messaging units yielding multi-hundred million \$ leveraged revenue opportunities in xSP accounts

#### PACKETEER, INC. (Blue Coat Systems)

Networking Innovator

##### Director of Product Marketing

- ▶ Key member of the product launch team, leading the effort to define a new product in a new category
- ▶ Product Mgmt with engineering on product planning and competitive positioning.
- ▶ Evangelized product and vision with press, analyst, and lead users across globe
- ▶ Led product marketing team for *PacketShaper* product line

#### CONCENTRIC NETWORK (XO Communications)

Internet Services Provider

##### Product Line Manager

- ▶ Led product team in developing new network access client and *ConcentricHost* cloud-based network services for SOHO, SMBs, SME

#### SILICON GRAPHICS, INC.

Computer Graphics Systems Vendor

##### Product Manager, StudioLive "internet for Entertainment"

- ▶ Drove strategy, marketing plans, two global releases, for entertainment industry vertical market web services suite and portal

#### APPLE, INC.

Consumer Electronics Vendor

##### Product Line Manager, eWorld Enhanced Services

- ▶ Founding team member on the launch of eWorld online and wireless services.
- ▶ Developed original business plan and P&L supporting content licensing strategy
- ▶ Drove wireless services strategy guiding engineering on incremental features to enhance eWorld value proposition.
- ▶ Managed marketing team for online, wireless messaging, and content services
- ▶ Developed and marketed cross-platform wireless eWorld services

### In the words of those who know Peter...

"Peter and I worked together for eight years in the Corporate Development group of Sun Microsystems. Peter's keen sense of marketing strategies to move Sun into new markets impressed me ... His client organizations respected and liked him, not just on individual projects but also for the strategic insight he would bring to situations."

- Vice President, M&A and Integration, HP Inc. -

"I worked with Peter in corporate strategy at Sun where he developed a reputation as a strategic thinker with strong domain expertise in the computer systems, networking and communications areas. He was a lead contributor to projects that moved our company into important new markets, combining a firm grasp of the market with a creative yet practical approach to business execution. Peter is a cohesive presence - liked for his friendly demeanor, frequently consulted for his knowledge and perspective."

- EVP, Corporate Strategy, Oracle/Sun Inc. -

"Peter is very effective at bringing together the necessary parties to close a deal. His approach is analytical and systematic, leveraging finance, engineering, etc. to build a strategic picture and to estimate its value. He is personable and effective in negotiating with potential acquisitions and with internal stakeholders. Peter is also excellent at interfacing with outside parties but especially street analysts. His financial analytical skills are excellent, as are his post acquisition integration planning skills."

- Ex-CEO, Consulting Professor, Stanford University -

### Distinguished Academic Record at Top Tier Institutions



Stanford University  
BA with Honors and Distinction



MBA, Deans List,  
Named "Top Student" in  
Information Technology