

# JEAN L. PICARDE

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## CHIEF EXECUTIVE OFFICER ▪ CHIEF OPERATIONS OFFICER Strategy Development ▪ Venture Capital ▪ New Market Creation “Turning vision into reality”

Exceptional C-level executive develops short- and long-term growth strategies to expand financial positions of new and midlife organizations in the technology growth industries. Penetrates new markets with existing products while sponsoring marketable technology development throughout the company. Demonstrated experience as venture capitalist and as organizational leader for VC firms in A-, B-, and C-round funding to identify financially viable options for investments. Known by colleagues and employees as a fine mentor and leader whom staff are keen to support.

### Core Knowledge and Skills

- Venture Capital
- Market Growth
- Profit-and-Loss (P&L) Responsibility
- Mergers & Acquisitions (M&A)
- Technology Evaluation
- Advisory Board Networking
- International Business Development
- Entrepreneurship
- Operations Expertise

## EXECUTIVE EXPERIENCE

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### Founder and Chief Operations Officer

2007-Present

Confidential, Inc.

Identified market opportunity for innovative imaging techniques used to reproduce textures and human likenesses in three dimensions. Elevated technological advances from the lab and into a growth-oriented marketplace that includes Hollywood as well as options for industrial product marketing (apparel, furniture, and automotive/transportation).

- Developed three-pronged business model involving creating the texture scanners, selling them in noncompetitive geographical spaces, and potentially building an exhaustive and licensable electronic library of scanned textures.
- Secured venture capital first-round funding at \$1.5 million, from Angle Technologies (see below) and other investors.
- Sold imaging services package to major movie studio producing the recently released *G.I. Joe* big-budget film. Major contribution includes creating virtual stunt doubles whose faces are visible and recognizable. Resulted in Confidential Company's first major project, and it was valued at \$150,000.
- Consolidated organization and divested a business unit in a deal valued ~\$8 million.
- Built an extensive network of advisors, colleagues, and other technology experts and created an incredibly talented advisory board of industry leaders from companies excelling in a variety of sectors: Pixar, ILM, Dreamworks, Digital Domain, Paramount, Adobe, Autodesk, Microsoft, EA, New York University, and University of Southern California.

### Entrepreneur in Residence

2005-2007

Confidential, Inc.

Hired for a 6-month contract that extended to 20 months due to exceptional due diligence expertise. Identified and evaluated major technologies for funding from organization's \$25 million venture capital fund.

- Thoroughly evaluated development and testing of emerging technologies emanating from media labs in universities on both coasts. Followed these projects for market viability, especially in revenue-growth markets their developers did not anticipate.
- Executed exhaustive due diligence on 6 projects - opened the door to one of these becoming a fundable project. See above for more on Confidential Company's imaging and the dollar growth created through Angle's investment.
- Made recommendations *to not* invest in particular technologies, saving the fund \$2 million. Case in point was a medical informatics product that initially was state-of-the art but had become outdated, rendering it unfit for market introduction.

### Founder and Managing Director

2001-2005

Confidential, Inc.

Consulted with 12+ organizations to build market share, turn around flagging business practices, and function as interim C-level executives.

*Executive experience continued . . .*

- Improved web traffic at one company by 100% through utilization of social networking outlet and improved blogosphere buzz concerning burgeoning search technology.
- Brought a nearly bankrupt alternative energy firm to positive returns by instilling a personal brand of corporate discipline. Drove quick product release while containing costs, developing strategic business practices (sales, product strategy vision, patent review) that matched financial environments. Resulted in major strategic deals with partners as well as installation of product with customers.
- As interim CEO for an enterprise desktop software organization, developed proprietary business practices that drove raising of capital as well as overhaul of business model, presentations, and marketing materials.

### **Vice President, Business Development and Marketing**

2000-2001

Confidential, Inc.

Part of key team that drove turnaround for image search engine that developed and improved the organization, resulting in exit strategy grossing ~\$20 million.

- Changed business model to B2B plan, increasing customer utilization by 20% through assigning customer account officers that provided seamless integration and improved customer service through personal contact.
- Generated major marketing push, resulting in coverage in more than 125 publications, including *USA Today*, *BusinessWeek Online*, and *InfoWorld*.
- Added three people to advisory board through extensive professional network to guide failing businesses.

### **Vice President Marketing / Operations**

1999-2000

Confidential, Inc.

As company developed first international presence, became the first U.S. employee to launch e-catalog software into a position of brand leadership.

- Part of team that raised \$10 million in round B VC funds to expand U.S. operations.
- Business development schemes included strategic partnerships with Asera, Intelligent Digital, and others.

### **President, Netcall Telecom, Inc., US**

1996-1998

Confidential, Inc.

Created subsidiary of Internet calling application company at a time when call center integration with web technology was innovative and untapped.

- Created marketing strategy that presented dynamic growth initially on the order of \$450,000 annual run rate.
- Developed reseller channels and strategic partnerships (*The Denver Post*, Dialogic, iCat, Intershop) through key marketing development strategies.
- Company won Best of Show award at Computer Telephony Demo Fall (1997) exhibition.

### **Vice President, International Sales and Marketing**

1993-1996

Confidential, Inc.

Managed sales and marketing for Israeli firm DCL. Continued in this capacity when DCL acquired SoftTalk, which it later sold to CallWare for about \$10 million.

- With CallWare, increased sales by 60% and doubled number of distributors by introducing new, sophisticated channel management programs.
- Established ongoing relationships with 6 PBX manufacturers and 8 computer / telecom distributors outside the U.S.
- Recruited and trained sales personnel in all subsidiaries.

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## **EXECUTIVE DEVELOPMENT**

Master of Business Administration, Stern School of Business, New York University, New York, NY

Bachelor of Science, Management (Minor in Accounting), New York University, New York, NY. Graduated with highest honors.

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## **SPEAKING ENGAGEMENTS**

Speaking engagements include seminar instruction: "How to Successfully Raise Capital for Your Start-Up" as well as other topics including managing the turnaround process.