

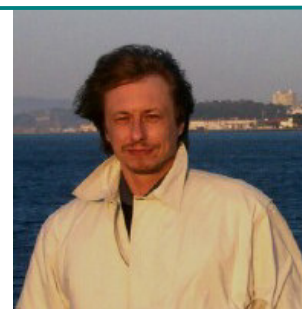
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## Marco Baldassari

### Management & Strategy Consultant

CEO / CIO/ Operations / Business Development / International Marcom & Sales

Business Development and Organization of B2B software companies (Telecom & Automation) supporting R&D and business processes. Implemented US-Italy Start-up 1997-2002 Fiber Optics Telco System Design Software (OptSim) market leader revenue \$700K/1999 \$2,200K/2000 in San Jose, California and Torino, Italy. Directed Italian Distributor 1995-1998 Software Engineering Infrastructure (Rational, Windriver) 45% CAGR \$3,000K/1998. US English bilingual. PhD Software Engineering 1993, MSc Electric Engineering 1987 Politecnico Torino.



#### ARTIS Software Corporation, San Jose, California

Chief Executive Officer

1998 - 2003

software solutions to design and validate telecom systems

Implemented ARTIS Software [www.artis-software.com](http://www.artis-software.com) to define product concept and support international sales, with product R&D and marketing based in Italy. Selected and hired key management team, and developed sales organization. Setup technology transfer contracts and research support partnerships with universities worldwide. Penetrated key strategic customers Cisco, Intel, Lucent, Alcatel, Fujitsu, Pirelli, Corning and major startups worldwide. Validated market vision and product requirements with major US and world customers. Self-funded, implemented product and developed sales from \$700K to \$2,000K in the following year. Implemented a 5 years stock option plan. Hired VP Marketing from Hewlett Packard. Identified and started Japanese distributor achieving leadership in Japan. ARTIS developed OptSim into the recognized market leader, winning head to head sales against [www.vpiphotonics.com](http://www.vpiphotonics.com) that received \$30M funding. Attracted and engaged VCs worldwide in 2000-2002. Winning sales in very harsh market meltdown, implemented a 70% cost-cutting plan to survive the market slump and focus on profitability. Sold the entire venture and its products in Jan 2003 to [www.rsoftdesign.com](http://www.rsoftdesign.com) that retained all employees.

#### ARTIS S.r.l., Torino, Italia

Managing Director

1995 - 1998

software engineering tools and consulting

Developed a small 18 people software company into a leading software engineering infrastructure company in Italy. Ramped up sales from \$1M in 1995 to \$3M in 1998 and improved P&L. Leveraged the key process automation expertise in software development by identifying the best software engineering products worldwide, and providing top-tier corporations with technical advice and hands-on consulting to reorganize their development processes. Negotiated exclusive distribution contracts with Pure Software, LDRA, Atria, TakeFive, and Rational. Fully automated all the sales, support, and administrative internal processes, based on intranet and internet to ensure quality and maximum productivity to deliver highest satisfaction/price ratio to our customers. Refined the strategic positioning and Italian marketing communication for all our products. Secured serially government funds for the R&D and development of our proprietary products.

#### ARTIS S.r.l., Torino, Italia

Consultant, responsible for business development

1989 - 1994

software engineering tools and consulting

Identified and penetrated the first customers for Artifex, CASE tool developed by ARTIS based on original research at Politecnico di Torino. Identified and developed new markets in Defence and Telecom in addition to the initial applications in industrial automation. Attracted the first customers in The Netherlands, Germany and US. Defined innovative positioning and value proposition for the products and implemented all marketing communication activities. Identified opportunities to improve internal processes, defining requirements for process automation infrastructure.

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#### Education

Corporate Training — Accounting, Team Management, Marketing, Financial Economics, Psychology

1993 PhD Software Engineering — Politecnico di Torino [www.polito.it](http://www.polito.it)

1987 MSc Electrical Engineering 110/110 magna cum laude — Politecnico di Torino [www.polito.it](http://www.polito.it)

1982 Maturita' Scientifica 58/60 — Ist. San Giuseppe di Torino [www.collegiosangiuseppe.it](http://www.collegiosangiuseppe.it)

1978 Mathematics O Level — Downside School, Stratton on the Fosse, UK [www.downside.co.uk](http://www.downside.co.uk)

1968 – 1977 Elementary and J. High School at A.C.A.T. Torino [www.acat-ist.it](http://www.acat-ist.it)

Interests: Glider Pilot, Sailing Licence, skying, motocycling – Reading on Psychology, Hi-Tech Business, Macro Economics

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