

MICHAEL AGOSTINO

(408) 480-8464 (m) • MNA@AGOSTINO.COM • <http://linkedin.com/in/mikeagostino>

SUMMARY

Growth leader driving innovation and transformation within startups and medium sized technology companies

IDEAL OPPORTUNITIES

- Product Management executive for growth stage companies that leverage my specialties.
- CEO in early to mid-stage startups where a seasoned leader can augment the founding team.

WHAT I LOVE

- Commercializing and launching innovative technology
- Scaling using agile and lean best practices
- Recruiting and building hyper growth organizations
- Leading transformation to leverage market shifts

PAST EXPERIENCES and SPECIALITIES

- Product management executive
- CTO
- EIR / CEO
- Venture capitalist
- Agile Development / Lean Startup
- Business Model Design
- Business Strategy
- Coaching & People Development

EXPERIENCE

FINANCIAL ENGINES

Sunnyvale, California (1/2015 – PRESENT)

VP, Product Management - Platform

Public financial technology company providing online investment guidance and automated asset management to 10M consumers.

- Led 20-person product management team responsible for marketing platform, advisor tools (CRM, financial planning, CTI), data and transactions platforms that manage \$160B in assets.
- Led turnaround of platform org, improved decision making, agility, resourcing, and cross-functional collaboration with engineering and business, recruiting new leaders, improving velocity by 3X – 5X.
- Led company-wide effort to scale dedicated advisor service following \$560 MM acquisition including in-house build of financial planning tool, extending trading platforms and methodologies, and transition to Salesforce for field advisors and national contact center.
- Drove build out of data-driven personalized omni-channel marketing platform, reversing declining trend with a 30% increase in conversion.
- Created vision for and evangelized new API Platform, a new area for FE, resulting in wins with 4 partners and gathering >\$700 MM in managed assets and re-invigorating tech relationships with partners.
- Reversed disengaged trend in employees, improving recognition with High 5 program and leadership, leading to improvements of 65% in employee engagement.

33ACROSS

Sunnyvale, California (2012 –1/2015)

Chief Technology Officer (CTO)

Online advertising and publisher technology startup company serving 600,000 publishers and advertisers.

- Conceived and spearheaded strategy and led cross-functionally to pivot \$25 MM revenue company from advertiser and agency customer focus to publisher focus.
- Designed and launched a new class of more effective advertising called the Intent Signal Platform that performed 4x to 10x better than typical inventory from ad exchanges.
- Led turnaround of 25-person technology organization. Improved execution to 90% achievement of KPIs through alignment with business objectives and increasing accountability and transparency.
- Led Sunnyvale office bridging communication gaps with HQ and unifying team. Instilled west coast organizations' culture with highest employee satisfaction across full company.
- Refreshed publisher products line, contributing to 75% churn reduction, 60% growth in publisher base, and industry award from Digiday for best publisher technology innovation.

MICHAEL AGOSTINO

(408) 480-8464 (m) • MNA@AGOSTINO.COM • <http://linkedin.com/in/mikeagostino>

CONTENTVIBE / IDEALAB

Pasadena, California (2011 – 2012)

CEO / Entrepreneur in Residence (EIR)

- ContentVibe - Founded new online advertising technology company selling to ad networks, ad exchanges, and trading platforms. Raised initial seed funding and recruited 4 person team. Recruited beta customers and built pipeline in two months before selling company.
- Idealab - Created entrepreneurial ventures with Idealab founder Bill Gross in online advertising, mobile applications and consumer internet including analysis of market opportunity, technology feasibility, minimum viable product and business plan before joining as founder / CEO.

SNAP TECHNOLOGIES INC.

Pasadena, California (2006 – 2011)

Chief Technology Officer (CTO)

Created technology vision for and led development for search, online advertising and contextual content start up company backed by Idealab and Mayfield.

- Led tech organization of 35 with \$4MM budget from early revenue to \$12MM run-rate and profitability.
- Created Snap LinkAds business line that leveraged inventory from RTB and spend from publisher monetization platforms. Scaled business to reach over 20% of US Internet population every month.
- Created product and technology vision for Snap Shots, a widget used by more than 3 million publishers and Snap Shots Ad Network which was named the top niche ad network by comScore.
- Presented tech behind Snap Shots and Snap Search at Apple's WWDC 2007 to audience of 900.

VERITAS SOFTWARE / SYMANTEC CORPORATION

Mountain View, California (2005 – 2006)

Group Product Manager

Led product management for Volume Manager storage software, a \$200MM product line for enterprise data centers. Typical customers include AT&T, Fidelity, Citigroup, and UBS.

- Performed extensive customer research to discover use cases and viable product positioning for new technology based on Volume Manager that extended capabilities to SAN (storage area network).
- Recruited customers to beta and produced 1.0 release.
- Drove license renewals with presentations to Fortune 100 CIOs and at VERITAS annual conference.

VULCAN CAPITAL / VULCAN VENTURES

Seattle, Washington (1998 – 2004)

Venture Capitalist

As member of select investment team, managed and invested the technology-oriented venture capital portfolio of Paul Allen, co-founder of Microsoft.

- Oversaw software portion of portfolio focusing on Internet infrastructure and e-business.
- Deployed over \$25MM in 8 venture capital investments, returning over 500% in profit.
- Appointed by Mr. Allen as the GM for FlipStart project which was pocket-size laptop (world's smallest) running Windows. Developed business plan, drove BD with OEMs and ODMs before returning to VC.
- Developed investment case to buy \$15MM wireless spectrum in lower 700 MHz FCC auction. Led auction strategy and execution. Asset sold to AT&T in 2009 for nearly \$200MM.
- Served on 4 boards of directors as director or observer, including public company Cybersource.
- Prepared and presented analyses to Paul Allen on range of technology, financial and industry topics.

INFOSEEK CORPORATION

Sunnyvale, California (1995 – 1998)

Manager, Arachnology & Content Products / Senior Software Engineer

- Co-creator of award-winning Infoseek search engine used by millions of daily users from 1996 to 2001, contributing 50% of revenue.
- Led content products development team that created 10 different content products including sports, news, money (finance), and personalized home page.

MICHAEL AGOSTINO

(408) 480-8464 (m) • MNA@AGOSTINO.COM • <http://linkedin.com/in/mikeagostino>

EARLIER EXPERIENCE

EMERGING TECHNOLOGY and STARTUP COMPANIES

Silicon Valley (1990 – 1995)

Various Development Roles

- Kaleida Labs – Development of cross-platform multimedia authoring and playback platform that enabled “write once, run-anywhere”. Technology folded back into Apple, one of the founding partners.
- GO / Eo – Developed features for PenPoint, a custom operating system for PDAs (formats like tablets and smart phones). Led cross-company effort to reduce operating system size by 50% to achieve hardware partners’ BOM financial objectives. AT&T licensed technology to produce EO 440, the first high volume mobile tablet computer, and eventually acquired control of the company.
- Xerox PARC / XSoft - Worked with PARC researchers on new operating system features. Sole developer responsible for CEDAR/MESA compiler used by Xerox software engineers worldwide.

EDUCATION

CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO (“Cal Poly”)

Bachelor of Science, Computer Science - Graduated Magna cum laude