

# MICHAEL AGOSTINO

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## SUMMARY

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Technology leader with 20 years experience in startups, entrepreneurship, venture capital, and engineering. Past roles as CEO, CTO, product management executive, and venture capitalist.

Ideal Roles:

- CEO in early to mid stage startups where seasoned executive can augment the founding team
- CTO at growth stage tech companies (\$10MM+ revenue) that leverages my specialties

Passion for:

- Commercializing and launching innovative technology in operationally sound and scalable fashion leveraging agile and lean best practices
- Building hyper growth organizations and navigating market shifts

## SPECIALITIES

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- Online Advertising (display & search)
- Scalable Web Architecture
- Enterprise Datacenter, Software & Storage
- Web Search (algorithmic & sponsored)
- Agile Development / Lean Startup
- Startup Strategy & Entrepreneurship
- People Development
- Financial management & modeling

## EXPERIENCE

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### 33ACROSS

Sunnyvale, California (2012 – PRESENT)

#### Chief Technology Officer (CTO)

- 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. Best practices adopted by company.
- 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 (1MM+ sites), and industry award from Digiday for best publisher technology innovation.
- Successfully recruited and consolidated tech team from many distributed offices to gain critical mass.

### CONTENTVIBE / IDEALAB

Pasadena, California (2011 – 2012)

#### CEO / Entrepreneur in Residence (EIR)

- ContentVibe - Founded new online advertising technology company selling contextual ad targeting technologies to ad networks, ad exchanges, and agency trading platforms. Raised initial seed funding and recruited 4 person team. Recruited beta customers and built a pipeline of 19 customers 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.
- Developed business case and launched *HereI.Am* consumer mobile app for location sharing.

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### **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 vision behind Snap Shots and Snap Search at WWDC 2007 to audience of 900.

### **VERITAS SOFTWARE / SYMANTEC CORPORATION**

Mountain View, California (2005 – 2006)

#### **Group Product Manager**

Product Manager 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 annual enterprise license renewals with presentations to Fortune 100 CIOs and at VERITAS annual Vision 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 a pocket-size laptop (world's smallest) running Windows XP. Developed business plan, drove BD with OEMs and ODMs, and PR with industry press (Mossberg, et al) before hiring full time GM and returning to VC.
- Developed investment case to buy \$15MM wireless spectrum in lower 700 MHz FCC auction and received funding. 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 one 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 Internet Infoseek search engine. Search was cornerstone of Infoseek, contributing at least 50% of revenue from millions of web users daily from 1996 until 2001.
- Led content products development team (9 direct reports) that created 10 different content products for Infoseek including Infoseek Sports, News, Money (Finance), and personalized home page.
- Company went public in 2006 (SEEK) and subsequently acquired by Disney in 1998 and 1999 to drive their Go.com Internet strategy.

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### **EARLIER EXPERIENCE**

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#### **EMERGING TECHNOLOGY and STARTUP COMPANIES Various Development Roles**

Silicon Valley (1990 – 1995)

- 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 (and many other hardware partners) licensed technology to produce first high volume mobile tablet computer (EO 440) and eventually acquired control of the company.
- Xerox PARC / XSoft - Worked with PARC researchers on new runtime and operating system features. Sole developer responsible for CEDAR/MESA compiler used by Xerox software engineers worldwide.

### **EDUCATION**

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**CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO (“Cal Poly”)**  
**Bachelor of Science, Computer Science - Graduated Magna cum laude**