

Tony Gaitatzis

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Profile

Accomplished and versatile inventor and manager with 3 patents and 3 publications with a knack for marketing and communications.

High impact contributor with broad range of management/technology skills applicable to innovating and growing a single start-up technology company or developing new entity within corporate technology structure.

Core Competencies

Leadership & Team Building	Product Strategy	Technology Leadership
Startup Launches	Roadmap Development	Strategic Planning/Execution

Business Plans and Project Proposals

- Developed business plans and Business Model Canvas for several startups
- Raised \$2m for one startup, accepted into incubators for two others

Research and Development

- Invented and headed development of all core technologies for several companies
- Authored and published 3 books on embedded software development

Executive Management

- Managing projects and daily operations in engineering, design, marketing, and logistics
- Developed relationships with retail channels, strategic partners, and manufacturers

Intellectual Property Management

- Managing IP activities including patent strategy, filing, project planning, and licensing
- Personally authored 2 issued and 1 provisional patents issued in 2 countries

Experience

GROWTH MARKETING, ZACKEES; SAN FRANCISCO — NOV. 2015 - OCT. 2016

2 founders, 2 employees

Created and optimized website, online and physical marketing campaigns for a wearable electronics company.

- Increased sales 50% to \$30,000/month sales through online retail channels
- Creating social media, search engine, and referral marketing campaigns
- Developing relationships with dozens of press, media, and retail outlets

DIRECTOR OF ENTREPRENEURSHIP, TECHNICOLOR, SAN FRANCISCO — AUG. - NOV. 2014

Led team of 16 entrepreneurs working on ventures that aligned with Technicolor's strategy.

CTO & FOUNDER, PERSONAL NEURO DEVICES; OTTAWA — SEPT. 2011 - AUG. 2014

3 founders, 11 employees, 2 patents. Raised \$2m funding, incubated at Wearable World

Brain Scanning hardware & SAAS technology company focused on health and wellness applications.

- Developing strategies partnerships with several industry leaders
- Managing team members, budgets, and other resources
- Promoting brand through dozens of interviews and trade shows

CEO AND FOUNDER, BACKUPBRAIN; PARIS — MARCH 2007 - AUGUST 2012

1 founder, 12 employees. Revenue positive in year 1, \$1m+ yearly revenue by year 3

Brand management and consulting firm focused primarily on web application development for large international brands.

- Developing hundreds of applications for dozens of international clients
- Budgeting, writing timelines, system requirements, and project plans.
- Managing a dozen staff and budgets in excess of \$1M per year

References

References available upon request