

BARI ABDUL

323 Pilgrim Loop
Fremont, CA 94539

510-364-1870
bari.abdul@wharton.upenn.edu

EXECUTIVE SUMMARY:

- Marketing executive with 15+ years of P&L responsibility in Cybersecurity (Network, End Point, Mobile, Cloud) SaaS, Big Data and eCommerce.
- Proven track record of rapidly scaling businesses by double digit revenue and profit growth through tested playbooks consisting of Category Definition, Strategic Positioning, Go-To-Market strategies and Digital Marketing tactics focused on Customer Acquisition, Conversion & Retention.
- Exceptional leadership skills at managing all aspects of Product & Solution Marketing, Demand & Lead Generation, Branding, Messaging, Analyst/Press relations, Channel and Partner Marketing.
- Strategic, metrics driven, and skilled at building best-in-class management and marketing teams.
- Deep branding know-how leading billion dollar brands at Fortune 25, PepsiCo & Procter & Gamble.
- Educated at The Wharton School, University of Pennsylvania and the University of California, Berkeley.

RESPONSIBILITIES & ACCOMPLISHMENTS

DEEP SENTINEL, Pleasanton, CA

2017 - Current

Chief Marketing Officer

Leading marketing and product design for Series A IoT company focused on building an Artificial Intelligence security platform based on Computer Vision and Machine Learning to solve physical security problems.

INTELIUS, Bellevue, WA

2015 - 2017

Chief Marketing & Product Officer

Recruited by Private Equity group to help transition company from acquisition benchmarks to significant EBITDA generating enterprise and a player in Big Data. Led the building of a detailed financial forecast model predicting the effect of each marketing variable on EBITDA. Ignited top line growth while significantly lowering customer acquisition costs. Implemented roadmaps to create Big Data products.

CHECK POINT SOFTWARE, San Carlos, CA

2009 - 2015

Vice President, Marketing

Member of the executive team which doubled company valuation, making it the most valuable cybersecurity company, ahead of Symantec at \$16B market capitalization, \$1.8B revenues at 55% net margins.

- Led marketing programs for Enterprise/Mid Market across SaaS and appliance business models.
- Strategically positioned an umbrella product targeting enterprise companies that increased awareness of newer, smaller products in the portfolio by more than 100%.
- Led demand/lead generation programs for cross selling enterprise network firewall customer base additional security products increasing conversions by +35%.
- Led product marketing for new categories, cloud security, mobile, zero day threats, APT, threat emulation, anti-bot, dlp, IAM, and data security.
- Build out Channel Partner programs for VARs, MSPs, Telcos/ISPs by significantly upleveling website portals, flexible solution marketing, content by industry and consistent metrics for MDF management, increasing channel business by +30%.
- Responsible for P&L of Consumer and SMB business. Managed global teams from product development, engineering, business development, marketing and customer service.
- Doubled SMB business by developing and launching SMB Appliance and Cloud Security solution.
- Increased Consumer business by 20% by creating new revenue stream by introducing Freemium versions, acquiring +90 million users in less than 20 months and converting Free to Paid SaaS.

McAFEE, Santa Clara, CA

2005 – 2008

Senior Vice President, Worldwide Marketing

Member of McAfee Global Management Team. Led the global marketing organization responsible for end-to-end marketing for \$850M portfolio of SaaS software and services across all channels, PC OEM, Carriers, ISPs, VARs, MSPs, eCommerce store, field sales, and retail. Grew revenue from \$400M to \$850M during tenure.

- Reported directly to CEO to lead the McAfee Corporate Brand advertising campaign to build the brand globally across Enterprise, SMB and Consumer market segments.
- Delivered double digit quarter over quarter growth on SaaS/subscription platform by implementing integrated marketing programs tracking each element of acquisition, conversion & retention.
- Implemented channel strategies for PC OEMs, ISPs, VARs, MSPs, Telco Partners and Direct.
- Lowered cost of lead gen by 30% by implementing SEO across market segments from fixing basics to relevant content creation.
- Successfully implemented a global go-to-market process across channels and geographies. Revamped product line up, packaging and pricing that significantly reduced global time-to-market.
- Led the company to a culture to be focused on deeper customer understanding & insights.
- Led marketing due diligence to acquire, integrate and monetize start ups into the McAfee portfolio.
- Grew SiteAdvisor, a web safety product to record 100M downloads within 18 months from a low base of 500K. SiteAdvisor serves up 200M search pages daily and has enabled new revenue streams.

CAPCOM, Sunnyvale, CA

2003 - 2005

Chief Operating Officer (COO)

Responsible for \$250M P&L of Americas Division for #3 Japanese Video Game Publisher.

BUCKAROO, Mountain View, CA

2001 – 2003

Vice President, Marketing

Led Enterprise marketing for Series A B2B online commodities trading exchange. Developed category positioning, branding, value proposition and messaging to help Sales enroll sell side customers HP, Samsung, Seagate & Toshiba. Generated Demand via Analysts & PR evangelizing B2B exchanges in the media.

EGGHEAD/ONSALE, Menlo Park, CA

1999 – 2001

Senior Vice President, Marketing & Web Product Management

Acquired by Amazon. Scaled from \$100M to \$500M in less than 3 years. Built a world-class marketing organization from 5 to 65. Responsible for brand, online traffic, site design, operations, customer acquisition, transactions and retention.

PEPSICO & PROCTER & GAMBLE

1994 - 1999

Marketing Director

EDUCATION:

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA. M.B.A.

Awarded Director's Honor List (Top 10% of the class)

UNIVERSITY OF CALIFORNIA, BERKELEY. B.S., Engineering

Elected to Honor Students Society, University of California, Berkeley

Elected to Chi Epsilon, National Engineering Honor Society

OTHER:

Interests include travel, trends and technologies. Marketing advisor and investor in several start-ups.

Co-founded and took to breakeven Hallway.com – a ratings and reviews platform for companies.