

Patrick Leon
2367 Grandview Street
San Diego, CA 92110
Tel: 718.781.2617
patrick.leon@gmail.com

Profile:

Accomplished corporate entrepreneur, strategic planner, and international marketing executive with over 10 years' experience in business development, new venture creation, and marketing in the digital media and electronics industries in the United States, Japan, Latin America and Europe. Self-starter with proven ability to operate effectively in ambiguous, complex settings across hierarchies, channels, and cross-functional groups in a variety of industries including B2C finance, consumer electronics, and B2B services/ technology. Effective partnership manager regularly strengthening, maintaining and rebuilding high-profile relationships with C-level and VP-level executives of Fortune 100 companies.

Experience:

1/10 - Present
5/08 – 1/10

SONY ELECTRONICS

San Diego, CA / Los Angeles, CA

Senior Manager, Digital Cinema Business Development & Operations
Manager, Digital Cinema Business Development

- Intent focus on industry and customer needs allowed Sony to solve a unique challenge facing the film distribution industry and become the leader in transitioning the world's cinemas from 35MM film to digital projection technology.
- Through partnership and collaboration with studios and cinemas built a new industry shared cost managed service paradigm where Sony owns and installs projection equipment at cinemas in the Americas, Europe, and Asia, exhibitors pay Sony for projector maintenance, and studios pay Sony for projectors use as they release their films.
- Structured, negotiated, and closed 10 year revenue generating contracts with Warner Bros, Fox Studios, Sony Pictures, Universal, Paramount, Walt Disney, virtually all mini-majors, and key US cinema chains.
- New venture driving 10%+ ROI and \$10M+ NPV over 10 years based on effective use of DCF, NPV, scenario and simulation analyses from both cash flow and P&L perspective to set pricing, contract terms, and financing structure.
- Lead other digital cinema business development efforts including platform for electronic content distribution to cinemas, live sporting events, concerts, and gaming events. Successfully brought live in theater broadcast event of Wimbledon men's and women's finals plus concerts by Third Eye Blind, Creed, and Chickenfoot to US cinemas.
- Primary business negotiator to raise \$140M financing from 3rd party financing institution to support digital cinema business growth; built investment model that drove Sony Chairman level decision to proceed with financing.
- Lead Sony Canada, Sony Latin America, and Sony UK business development teams in the establishment of regional digital cinema distribution businesses including financial modeling, customer negotiations, and financing.
- Manage team responsible for customer invoicing of over 2,000 payment transactions representing approximately \$15M annual revenue.

HSBC NORTH AMERICA

San Diego, CA

4/07 – 5/08

Manager, Strategic Initiatives

- Responsible for growth, profitability, and overall relationship management for clients representing over \$3M in net income - clients included Progressive, LendingTree, and E-Loan.
- Redesigned marketing and pricing strategy to better meet key customer segments needs in specific channels based on application, funding, and loan performance metrics – resulting in a 15% increase in funded loans in key segments
- Built new auto lending channel targeting Progressive Auto Insurance customers who recently totaled their vehicle – designed Progressive rep phone script, established HSBC calling center and guidelines to support new customers, and improved upon customer experience incrementally by establishing feedback loops with customer and reps.
- Develop business cases for strategic relationships including opportunity sizing, ROE/ROA analysis, sensitivity analysis, and partnership structure within Consumer Auto Finance lending P&L.
- Designed a mid-range business development strategy around company's core competencies by prioritizing potential partners by opportunity size, evaluating new business models, and building consensus among senior management.

BEST BUY

Richfield, MN

6/05 – 4/07

Manager, Emerging Businesses Development

- Identified customer desire to purchase consumer electronics in airports at big box retailer prices. Through primary research, competitive analysis, negotiations with leaseholders, and effective relationship management developed both a kiosk and traditional retail strategy, operational plan, and project valuation for executive decision.
- Provided strategic and analytical guidance to Vice President responsible for the development of BBY's digital media distribution platform, including market sizing, partner evaluation, and the negotiation and financial modeling of various deal structures.
- Helped structure a joint cash/equity compensation structure between Best Buy and Amp'd, a high profile Mobile Virtual Network Operator, creating \$30 million in value for the company.
- Led the pricing evaluation of five proposals to outsource global procurement of over \$2B in corporate expenses - assisted the negotiation of partnership projected to deliver over \$1B in cost savings.
- Led a team of three analysts in support of BBY's \$500M+ IT budget including forecasting/planning, expense analysis and control, and relationship management with Accenture, Best Buy's IT outsourcing Partner.

- Applied discounted cash flow analysis, sales and gross margin forecasting, lifetime value of a customer analysis, Monte Carlo simulation to determine key risk variables, and core private equity valuation techniques to new ventures.

AMERICAN EXPRESS

Minneapolis, MN

7/04 – 6/05

Manager, MBA Rotational Program

- Secured funding and provided strategic leadership for an initiative to report financial results as a publicly traded company during Ameriprise Financial's spin-off from American Express.

HTC, INC. / KETSUGO, INC.

Palo Alto, CA / New York, NY / Tokyo, Japan

7/00 – 12/03

Associate / Managing Director, Venture Capital

- Represented investor interest for a combined \$300 million US private equity portfolio (over 30 companies) for two Japanese venture capital funds, including board representation, reinvestment negotiations, and change of control transactions.
- Portfolio companies included PayPal, Sandcraft, Idealab!, and Intranets.com – over 100 IPO M&A exits.
- Advised on the strategic sale of private equity assets.
- Negotiated and structured investment terms for three venture investments totaling over \$3 million including Sandcraft, Transvirtual Technologies, and ResolveNet Japan.
- Assessed the quality of US and Japanese venture capital investment opportunities and their potential to generate gains via management interviews, and financial, product and competitive analysis.
- Promoted and fostered inter-company arrangements between venture companies in the US and Asia.

ROBERTSON STEPHENS

San Francisco, CA

7/99 – 7/00

Mergers and Acquisitions, Analyst

- Completed nine M&A transactions with total value over \$2.5 billion, including MapQuest purchase by AOL, Macromedia purchase of Andromedia, and @mobile.com purchase by Software.com.
- Applied comparable company analysis, discounted cash flow analysis, and precedent acquisition analysis to ascertain the value of corporations for purchase and sale.
- Conducted on and off-site financial due diligence to ascertain the suitability of specific business combinations.

Additional:

- Founder and President of NYU Stern MBA Alumni in San Diego
- Board Member: Intranets.com (2002-2003)
- Board Observer: PictureIQ, Softricity, Pixo (Various Years)
- Dual Irish and American Citizen with basic French and Spanish abilities

Education:

2002-2004

NEW YORK UNIVERSITY

New York, NY / London, UK

Leonard N. Stern School of Business, Full-Time Program

London Business School, International Exchange Program

Master of Business Administration, May 2004 (GPA 3.7 / 4.0)

- Specialization in Finance and Entrepreneurship
- Founded Stern Softball Club, Member of Graduate Finance Association and Stern Private Equity Club
- Stern Scholar, Alumni Fellow, Grace & Jules Backman Scholar

1995-1999

NEW YORK UNIVERSITY

New York, NY / Copenhagen, Denmark

Leonard N. Stern School of Business, Full-Time Program

Copenhagen Business School, International Exchange Program

Bachelor of Arts, Computer Science, May 2000 (GPA 3.7 / 4.0)

- Graduated *Cum Laude*
- University Scholarship recipient 1995-1999

Core

Capabilities:

- New business development strategy, partnership structuring and negotiations
- Business and operating model development
- Operations, project management, and planning
- Business valuation (cash flow forecasting, risk adjustments, NPV determination)
- Private equity valuation and returns assessment
- M&A valuation and deal structuring
- Risk evaluation including scenario analysis and simulation development to identify key deal drivers
- Senior management and board level presentation experience
- Due Diligence (M&A and direct investment)
- Sales, margin, and expense forecasting

Interests:

Interests include SCUBA diving, softball, sailing, technology, history, travel, fantasy baseball, and bbq