Chris Rigatuso

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**Career Experience and Achievements**

**Vice President Sales and Marketing, Skyfollow Consulting Group** **(2009 – Present)**

* Executive sales hunter finding and closing engagements with Silicon Valley startups and engaging with CEOs then drafting and executing statements of work. Typically reporting to CEO, COO, CMO, CTO, or VP Marketing roles within clients.
* Changed Go-To-Market strategy for several clients using in-depth CRM analytics comparing historical performance on combinations of use-cases, industries, markets and delivered plan to increase revenue growth rate by over 100% with changes to sales strategy, qualification, hiring key new staff. B2B high tech; business and IT / developer focus.
* Created customer compelling case studies with the power of the “story” on technology and business differentiators for cloud database solution reducing sales cycles by 20%. For product positioning, value proposition and web content. Experience running targeted leadgen and Email marketing programs.
* Defined interactive field sales training content mixing complex technical concepts and business value drivers for solution selling to customers, partner training and key account based marketing (ABM) strategy.
* Delivered incisive market research for AI / Machine Learning clients in e-commerce, social media, financial services, healthcare information resulting new rounds of VC funding and subsequent millions of dollars in commitments for product development and staffing. Synthesized knowledge, trends, business drivers and technical complexity issues of target markets.
* Defined value-based ROI model for the field sales force of a cloud-based technology platform showcasing relative performance, operating cost, time to market advantages for consultative selling strategy used successfully to close deals and gain specific actionable competitive intelligence at the same time. Challenger sales methodology.
* Delivered first charter customers for clients with new real-time machine learning big data technology stack for advertising technology aimed at largest RTB (real time bidding) customers. Also devised pricing model, positioning and next five optimal new features for roadmap. Also done for image recognition and e-commerce clients.
* Defined and executed detailed Public Relations firm RFP selection and competition processes to yield dramatic insights for executive teams participating and enabling selection of best PR firm for clients. Managed PR and AR during engagements.
* Defined corporate internal communications, culture and brand essence surveys, analysis and recommendations for later stage VC funding companies hitting a wall of complexity with lack of cohesive focus across all staff. Solving internal communications challenges while revealing flawed assumptions and expectations.
* Defined financial models for calculating breakeven volume, and operating margin for 2-sided platforms connecting supply and demand of digital content to enable development planning, partner negotiations, and staffing and budgeting.
* “Pretotyping” Agile method for measuring interest and commitment to products and functionality in advance of prototypes and MVPs. Finding, inviting, and hosting live target customer focus groups to review and react to mockups of future products to shape development priorities. Run A/B experiments on content, online ads for achieving interest and driving CAC (customer acquisition cost) down.
* Researched, designed, and delivered sales training tools competitive intelligence “Kill Sheets” highlighting specific weaknesses and “traps” to win sales over specific competitors resulting in 30% improvement to win rates.
* Successfully managed P&L and all outsourcing resources and contracts, including Elance.com and Upwork.com with service providers in other countries and time zones.

**Vice President Product Management, Adacube.com Advertising Analytics on demand -SaaS (2007 – 2009)**

* Delivered the first cloud-based marketing performance solution combining multiple search (SEM) and display advertising result channels in a single dashboard for media planners in online marketing and advertising.
* Developed Agency contacts with customer data ingestion: WPP, GroupM, BeyondInteractive, Enfatico, Universal McCann, and Starcom MediaVest. Defined product roadmap, architecture and initial differentiation, customer and VC presentations and demos. Successfully obtained first round of funding commitment.

**Director of Business Development, Business Intelligence & Analytics applications, Oracle.com (2004 – 2007)**

* Found, developed and closed strategic named accounts for analytic applications enterprise license sales. Awarded sales club trips each year of eligibility. Trained sales global sales reps in identifying new market opportunities and evaluating incremental business opportunities for analytic applications. This resulted in $21 million sales to several Fortune 500 companies in FY 2006.

**Sr. Solutions Architect, Sr. Product Manager Oracle.com (1999 – 2004)**

* Authored numerous whitepapers for establishing Oracle as an industry leader in the analytics market. This resulted in several industry speaker engagements and articles in trade publications. Developed key partner relationships with PwC, Anderson, Bearing Point, Cap Gemini, E&Y, Palladium Group, and other systems integrators and financial analytics practices. Enterprise software sales, sales enablement, coaching, mentoring and training.
* Oracle career sequence positions: Sr. Product Manager, 1999, Sr. Solutions Architect, 2002, Director of Business Development for BI and Analytics Applications, 2004.
* Team management skills: developed a staff of four product analysts responsible for documentation, testing, training and release management; trained director level sales staff in Asia-Pacific region on analytics apps use and sales.

**Corporate Finance Association, SoundView Technology Group investment bank (1997 – 1998)**

* Drafted IPO prospectuses emphasizing software technology product and market positioning for maximum differentiation and SEC disclosure.
* Researched, presented and modeled M&A proposals and fairness opinions for client corporations. Qualified potential acquirers for M&A clients and created and presented offering memoranda to prospective acquirers. Presentations to VC firms to position candidate companies.
* Financial scenario modeling with options, strike prices, and proposed synergies for changes to operating models, costs, and profitability

**Application Engineer and Training Manager, Objectivity, Inc. (1991 – 1994)**

* Performed pre-sales application engineering and development using C++, object-oriented methodology and the Objectivity/DB object database system and tools. Designed and delivered customer product training.

**Product Marketing Manager, Synergy Computer Graphics (1989 – 1991)**

* Performed competitive analysis for product features and pricing. Provided financial justification to the sales force for feature/performance premiums on the products, permitting a 25% increase in sales price.

**Software Engineer, Sun Microsystems, Mountain View, CA (1987 – 1989)**

* Engineering lead of analytics user interface for SparcworksTM Toolkit for visually monitoring system performance. Designed and implemented Sun’s first perceived-performance human factors study using Likert Scale statistical significance on product release criteria for SunOS operating systems. Programming in C and C++. Innovation in performance analysis tools and published author.

**Network performance engineer, NCR Comten (1985 – 1987)**

* Designed and implemented network performance analysis and prediction applications using C, assembler, Prolog and Lisp for rule-based expert systems. Both closed-form queuing theory equations and probabilistic simulation methods were used for measuring latency, capacity, and throughput depending on network configuration and design. Analytical models used for sizing, testing performance, and enterprise sales team presentations.

**EDUCATION**

**University of California, Berkeley** Haas School of Business

MBA with emphasis in Finance and Strategy

**University of California, Santa Cruz** Professional Extension,

Object-oriented software certificate program: analysis, design and data models

**University of Minnesota,** Minneapolis, Minnesota

BS Mathematics and Computer Science, Combinatorial Algorithms focus.

**SAMPLE OF PUBLISHED WHITEPAPERS**

* + - From Insight to Innovation: The CMO’s Role using the Digital Customer Journey
    - Social Media Sensing for the Competitive Advantage of Firms
    - Aligning Strategic and Operational Planning with Balanced Scorecard Techniques
    - Project Portfolio Analysis for Internal IT
    - Strategy-Focused Business Planning
    - Corporate Governance: A Balanced Scorecard Approach
    - Modeling Customer Profitability in the Communications Industry
    - Scenarios Modeling in Activity Based Costing