

# MARC SPIER

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## EXECUTIVE PROFILE

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Strategic technology leader with a breadth of general management, operations, finance, marketing and business development expertise. Proven track record of starting and building businesses, creating high-performing teams, and balancing high-level strategy with execution.

## EXPERIENCE

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**MACH49**, Redwood City, CA 2020 – Present

Helping Global 1000 companies develop, incubate and accelerate pipelines and portfolios of successful new ventures.

### CEO-in-Residence

- Driving teams at Global 1000 companies to define, operationalize and execute venture strategies.
- Employing design thinking and lean startup business processes to identify new business opportunities that solve pressing customer pain points and that create durable revenue streams.
- Creating can-do cultures with like-minded innovators to imagine, incubate and accelerate new businesses.

**TURNING POINT VENTUER PARTNERS** 2020 – Present

### Strategic and Operating Advisor

Advising Turning Point with strategic and operational reviews of its small to mid-sized portfolio companies to identify, create and maintain sustainable advantages to help these companies reach their commercial potential.

**ELSEWHERE PARTNERS** 2019 – Present

### Operating Advisor

Advising Elsewhere in its private equity deal-making and portfolio management for FinTech and related industry and functional areas.

**BUDGETA (Acquired by Sage Group PLC)**, Mountain View, CA 2017 – 2018

Budgeta was a modern, SaaS-based budgeting and forecasting solution that enabled businesses to plan rapidly and collaboratively.

### President and Chief Executive Officer

Recruited by the Board to replace founder-CEO, set Budgeta on the right commercial path, instill confidence with investors, architect the right business strategy, and turn a good product into a great company. Led a great team to solve the business budgeting and forecasting enigma.

- Secured funding and developed business/partnership models.
- Achieved critical SaaS milestones including 20% month-over-month customer growth, 30% month-over-month revenue growth and 3% customer attrition.
- Negotiated and structured sale of Budgeta to Sage Group PLC with 100% of shareholders realizing gains on the sale, retention of 100% of employees. Ensured a smooth corporate transition and post-transaction integration.

**GO90 (Formerly OnCue, acquired by Verizon Media), San Jose, CA**

2012 – 2017

OnCue was a modern, consumer-facing media and technology start-up dedicated to providing live and on-demand TV service over the Internet. OnCue was incubated by Intel, purchased by Verizon Media in 2014, and launched as go90.

**Senior Director, go90 Product and Customer Operations**

Retained by Verizon to lead product and customer operations (app distribution, user engagement and sentiment and user support) for go90, Verizon's mobile-first, millennial-targeted entry into the mobile video category.

- Led the go90 app resulting in a #3 trending ranking in Apple App Store via go-to-market activities and developing operational readiness. Operationalized user sentiment and engagement measurement and designed targeted initiatives.
- Delivered best-in-class, user-defined quality with transactional Net Promoter Score of +82, Customer Effort Score of 1.8 on a 7-point scale (lower is better) and multi-factor Customer Satisfaction of 9.1 on a 10-point scale.
- Delivered best-in-class operational responsiveness with 85% response rate in under 15 minutes.
- Built and mentored a high-performing team that reported 90% employee engagement & 89% employee satisfaction.

**Senior Director, OnCue Contact Center Sales, Sales Support and Sales Operations**

Hired as a founding member and business architect of the OnCue Channel and Sales organization and senior executive in charge of OnCue's direct sales, sales operations and support functions.

**HEWLETT-PACKARD COMPANY, Cupertino, CA**

2011 – 2012

**Sr. Director, Premium Segment Product Management and Marketing, PC Global Business Unit**

Hired to be a founding member and strategic architect of HP's Premium Consumer Segment organization responsible for leading HP's entry into up-market consumer categories. Built and led a team of high-performance product, operational and marketing professionals responsible for all aspects of global product delivery and customer experience. Managed critical aspects of interaction with strategic partners, supply chain, operations, finance, and corporate brand marketing.

- In a declining PC market, delivered record portfolio growth in units (+67%) and revenue (+69%) and expanded margin (200bp) in premium price bands.
- 100% of products launched received major industry awards including— CNET's Best of CES, and Editor's Choice selections from *PC Magazine*, *Laptop Magazine*, *Notebook Review* and others.
- Quoted broadly in technology press and frequent radio, video and panel spokesperson.

**DELL INC, Round Rock, TX**

2004 – 2011

**Director, North American Retail Marketing, Consumer Group**

Recruited to be a founding member of Dell's retail business team that led Dell's entry into the retail channel and created the fastest-growing business unit in Dell's 25-year history. Delivered demand generation of \$3B in annualized sell-through revenue through a team of marketing, operations and business development professionals.

**Senior Manager, Peripherals Marketing, Products Group**

Managed product portfolios accounting for annual upsell margin of \$1.2B. Delivered 20+ first-to-market products and led Dell's overall marketing/product strategy for the introduction of Blu-ray Disc.

DEEM (Formerly Rearden Commerce, acquired by Enterprise Holdings), San Mateo, CA Vice President, Supplier Network and Chief Financial Officer	2001 – 2004
INTUIT INC., Mountain View, CA Group Business Manager, Senior Brand Manager, QuickBooks	1998 – 2001
MCKINSEY & COMPANY, Buenos Aires, Argentina, Houston, TX, San Francisco, CA Associate	1995 – 1997
MICROSOFT CORPORATION, Redmond, WA Product Manager Intern, Telecommunications Group, Digital Office Systems Unit	Summer 1994
MORGAN STANLEY (Formerly Dean Witter), San Francisco, CA & Dallas, TX Vice President, Investment Banking Group	1987 – 1993

## EDUCATION

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STANFORD UNIVERSITY, Palo Alto, CA  
Master of Business Administration, Strategy and Innovation  
Master of Arts, Humanities/Latin American Studies

UNIVERSITY OF TEXAS, Austin, TX  
Bachelor of Business Administration, dual majors: Business Honors Program & Finance *Cum laude*