

# MARK HARY

GROWTH, GO-TO-MARKET, & PRODUCT LEADER | PARTNERSHIP, NEW MARKET, TEAM, & REVENUE DRIVER

## AREAS OF EXPERTISE

### TECHNOLOGY, INNOVATION, & PRODUCT LEADERSHIP

#### GLOBAL BUSINESS DEVELOPMENT & SALES

Opportunity & Partnership Creation, New Market Development, Go-to-Market Strategy, Channel Development, and Packaging / Pitching Technical Solutions

### PRODUCT MANAGEMENT, ENTERPRISE TRANSFORMATION, AND SOFTWARE DEVELOPMENT

Machine Learning, SaaS, Mobile, DevOps, Enterprise Software

#### INSIGHT-DRIVEN DECISION MAKING

Strategic Planning, Business Model Strategy & Optimization, Competitive Analysis, & Business Intelligence

#### CROSS-FUNCTIONAL TEAM LEADERSHIP

Talent Curation, Stakeholder Steering, and Post-Merger Integrations

## KEY QUALIFICATIONS

### STRATEGIC BUSINESS DRIVER

Hands-on leader with extensive technical know-how — skilled at steering vision while driving decision-making at the project level with a sharp focus on short term goals, long term strategy and managing KPIs.

### BRIDGE BUILDER

Trusted mentor adept at maximizing resource potential, rallying teams & organizations, and constructing bridges between business and technology stakeholders to connect the dots and consistently deliver on-target.

### GROWTH ARCHITECT

Effective technology advocate and product evangelist with a strong sense for bringing together the right parties and components to build and sell business cases, often transforming business challenges into closed opportunities.

### INQUISITIVE TRAILBLAZER

Goal-focused big-picture thinker with a boundless curiosity for finding patterns within ambiguity — architecting businesses, programs, and products from the ground up.

### EMPATHETIC LEADER

Known for delivering immediate impact under pressure while navigating complex situations using grace, grit, diplomacy, and sound judgment.

## PROFILE

Accomplished, entrepreneurial go-to-market and technology leader with a proven track record of shaping product vision, driving business innovation, building new markets & strategic partnerships, leading high-performing teams, and positioning organizations for competitive advantage and sustained revenue growth.

- Empathetic opportunity and product builder passionate about inspiring teams to deliver greatness and forging successful relationships that overcome critical challenges, align vision, and ensure efficient execution.
- Seeking to impact a growth-focused organization in need of a well-rounded, collaborative leader who can bring insight-driven strategies and data-driven business models to transform its technology practice — carving pathways to new opportunity and deeper relationships with stakeholders and customers.

## CAREER HIGHLIGHTS

- **Opportunity Driver** | Architected transformative companies and technologies from the ground up — navigating Sensing Systems through rapid revenue growth and into successful acquisitions with OMG plc and Boeing-subsidiary, Insitu.
- **Experienced Innovator** | Cultivated environments of strategic collaboration & consensus management in organizations like 2d3 Sensing and Minds.AI, among others — enabling internal teams, partners and vendors to remove roadblocks and push the envelope of innovation.
- **Transforming Status Quo** | People-oriented leader and advisor with a comprehensive background of leading leaders & cross-functional teams at every level to see what's possible — driving startups like Minds.AI as internal leader & investor through difficult business challenges and into strong growth.

## PROFESSIONAL EXPERIENCE

### ANGEL INVESTOR & STRATEGIC GROWTH CONSULTING, *Los Gatos, CA* Investor, Consultant, & Advisor | 2015 – Present

Pursuing and leading client investment and growth initiatives — applying previous experience to new industries and early stage organizations on a consulting basis.

- **Executive In Residence for Vonzos Partners**

Referred into the EIR, sourcing and nurturing investment opportunities with 100+ SaaS & technology startups in just 11 months — building deal flow, driving due diligence, evaluating GTM strategies, mentoring founders, and advising & refining the pitch.

- **Founder / Chief Product Officer for music startup, Chordanation**

Founded collaborative music creation startup — seeding all investment, market intelligence, and product design while establishing key relationships across the music industry to prototype the functional application.

- **Author / Public Speaker, theentrepreneurd.com**

Launched platform for useful thought leadership around the world of startups, entrepreneurship, investment strategy, and the dynamics of successfully bringing products to market — orchestrating original and synthesized content and regularly speaking at conferences & universities.

- **Vice President, Sales / Investor / Advisor for deep learning services startup, Minds.AI**

After investing during a pre-seed round, recruited to lead sales and BD, orchestrating its market entrance, setting all industry sales plays, shaping IP & technology defensibility, and negotiating contracts with IBM, Honda, GlaxoSmithKline, Bosch, and Capital Group, among others — catapulting ARR from \$0 to \$2M in 24 months and securing interest from numerous investor groups.

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## BOARD EXPERIENCE

2d3 Sensing | Board of Directors |  
2000 – 2011

Saint Andrew's Episcopal School |  
Board of Trustees | 2012 – 2018

Silicon Valley Chapter of AUVSI |  
Board of Directors | 2007 – 2011

## EDUCATION

STANFORD UNIVERSITY  
Master of Science, Aeronautics and  
Astronautics | 2001

SANTA CLARA UNIVERSITY  
Bachelor of Science, Mechanical  
Engineering | 1997

## PROFESSIONAL EXPERIENCE | continued

**INSITU (FORMERLY 2D3 SENSING)**, *San Mateo, CA* | 2000 – 2015  
**Corporate Integration Lead – Product Management & Business Development** | 2015

After successfully positioning 2d3 Sensing for acquisition of by Boeing subsidiary, Insitu, remained on to lead the integration of the product management and business development functions – seamlessly transforming the business to mitigate risk and protect / advance client relationships and opportunities.

- Created comprehensive transition plan, driving close collaboration between internal leadership to identify responsibility and coach on taking action while realigning all systems, process, and capability to ensure consistent revenue generation, project delivery, and growth in line with new / current accounts.

**2D3 SENSING (FORMERLY SENSING, LATER INSITU)**, *San Mateo, CA* | 2000 – 2015  
**VP, Product Management and Business Development** | 2011 – 2015

After its acquisition by former client OMG plc, tapped to radically transform the company's initial product offering into an industry-agnostic software ecosystem – creating the company's next high-margin revenue driver while enabling commercial systems to take advantage of in-video spatial analysis for the first time.

- As cross-functional leader for BD, sales, and product management, built customer support and training program from scratch to increase market adoption while reducing onboarding costs for all products – achieving four consecutive years of 40% YoY revenue lift with 10X compound annual growth.
- Active member and key contributor to the MISB and founding member of Silicon Valley AUVSI – defining and executing strategic plans and speaking regularly as a thought leader at industry events to drive product-market adoption.
- As a foreign-owned provider, successfully established facility security clearance and ITAR compliance programs, negotiating a SSA mitigating FOCl with DSS – paving the pathway to new revenue from direct sales with multiple Federal and Defense agencies.

**SENSING SYSTEMS LLC (LATER 2D3 SENSING, INSITU)**, *San Mateo, CA* | 2000 – 2015  
**Co-Founder / VP, Product Management, Operations, and Customer Success** | 2000 – 2011

Co-founded technology startup focused on bringing motion imagery interoperability to unmanned vehicles – powering the migration to secure and seamless digital video surveillance / reconnaissance and automated retrieval, analysis, and sharing of media-based intelligence and analytics.

- Multidisciplinary leader in steering into profitable growth and positioning for successful acquisition – building out the team, shaping all processes, and driving all aspects of operations, product management, business strategy, software integration, and customer success.
- Internal champion and Principle Investigator of a \$1M SBIR grant to launch the initial product – establishing predictable revenue; building early adopter relationships with Raytheon, Northrop Grumman, and General Dynamics; and culminating in a company-changing \$5M IDIQ contract with U.S. Navy.
- Personally secured strategic licensing agreements with three DoD agencies and key Lead System Integrators for the UAS industry – transitioning the company from an unknown into a market-defining leader with 10 consecutive years of eclipsing 25% YoY revenue growth, growing the company 13X.
- Led technical program management and software development from cradle to grave, building consensus development and strategic planning around stakeholder requirements to cultivate market adoption – creating a repeatable model and cementing engagements for multiple DoD programs of record.