

## Contact

forman.ed@gmail.com

www.linkedin.com/in/edforman  
(LinkedIn)

www.partnersinadventure.com  
(Personal)

## Top Skills

Marketing Communications

Financial Analysis

Analytical Skills

## Languages

Portuguese (Professional Working)

# Ed Forman

Strategic Advisor to GLU | AI Commerce & Product Strategy  
San Francisco, California, United States

## Summary

Ed coaches business executives and business students in entrepreneurship and innovation. He utilizes Internet technologies to work with clients globally from wherever he happens to be. In addition to business coaching, Ed travels extensively, pursuing his passion for travel photography.

For over two decades, Ed worked as an entrepreneurial business and corporate development executive building companies based upon disruptive technologies including interactive television, Web authoring and software development, wireless messaging and enterprise software. Ed has extensive experience preparing financial models and business plans for prospective investors.

Specialties includes design thinking, business modeling, corporate development, business development, strategic marketing and communications, business planning and financial modeling.

Currently seeking business coaching opportunities globally.

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## Experience

www.glu.com/geo

Strategic Advisor to GLU | AI Commerce & Product Strategy  
2023 - Present (2 years)

Pune

Strategic advisory for an AI commerce optimization platform, building solutions for e-commerce merchants to stand out in the era of AI chatbots and the Answer Economy. Advising on integrated product strategy, pre-seed fundraising execution, competitive positioning, and market timing for the 2025-2027 AI commerce transformation window.

Bonzai – The Creative Automation Platform

Innovation Advisor

February 2021 - Present (4 years 11 months)

Pune, Maharashtra, India

Advises and supports industry-leading enterprise AdTech company. Guides investigation of alternative business models and solution offerings.

## Stanford Graduate School of Business

Member of Teaching Team

August 2015 - Present (10 years 5 months)

Member of teaching team at Stanford GSB Executive Education. Support corporate executives to embrace critical analytical thinking, design thinking, strategic leadership, and business model analysis to inject innovation into their companies as they confront internal and external business challenges.

## Swanberg Associates

Principal

June 2009 - Present (16 years 7 months)

Support early-stage companies on strategic marketing, business planning and modeling, and business and corporate development. Current clients include PetitPot, a food processing company and Intuitive Motion which develops and markets products for short-range urban transportation

## Torrent Laboratory, Inc.

Strategy Consultant

January 2023 - November 2025 (2 years 11 months)

Milpitas, CA

Work with chief executive to achieve rapid growth objectives

## Petit Pot

Acting CFO and Executive Coach

December 2018 - December 2019 (1 year 1 month)

Emeryville, CA

Coach executive team of food processing company on strategic and financial issues.

## Intuitive Motion, Inc.

Chief Financial Officer

April 2015 - September 2018 (3 years 6 months)

Modesto, California Area

Manage financial and administrative activities for leading electric skateboard company including supply chain, bookkeeping, investor relations, compliance and payroll. Part-time.

Africa Leadership University School of Business (ALU)  
Entrepreneurship and Innovation Coach  
June 2017 - December 2017 (7 months)  
Kigali, Rwanda

Coaches graduate African business students to apply design thinking to business innovation and to develop business plans and pitches. Authored ALU Business Plan Development Guide and Pitch Development Guide. Created course grading rubric. Provides weekly qualitative feedback and grading of assignments. African Leadership University School of Business is a recently-created business school for emerging pan African business executives. Unlike traditional Western or local African business schools, it has an explicit focus on developing leaders (as opposed to simply teaching business skills) and exposes its students to the real challenges and opportunities of doing business across Africa.

Rahrah4Good, Inc.  
Co Founder  
March 2014 - December 2015 (1 year 10 months)

Founded and manage social enterprise to increase income of African women to enable them to pay their children's school fees.

RahRah4Good designs and distributes traditional African fashion accessories in team colors to sports fans globally. [www.rahrah4good.com](http://www.rahrah4good.com)

Startup Chile  
Participant  
March 2014 - October 2014 (8 months)  
Santiago, Chile

Mentored entrepreneurs in accelerator in business model development. Presentations on Crossing the Canvas and Business Model Canvas. Developed business plan for RahRah4Good.

Stanford University  
Stanford|SEED Coach  
June 2013 - December 2013 (7 months)  
Accra Ghana

Working directly with six entrepreneurial companies in Ghana, Nigeria and Ivory Coast to support them in achieving their transformational goals. The full gamut of industries including food processing, furniture manufacturing

and e-commerce, electronic commerce, ISP, building materials and SMS communications platform.

Check my blog at [partnersinadventure.com](http://partnersinadventure.com) to learn where I have been recently!

#### ActiveVideo Networks

EVP, Strategy and Corporate Development

June 2006 - July 2009 (3 years 2 months)

#### Switched Media

Co-Founder and CEO

January 2005 - June 2006 (1 year 6 months)

#### ICTV, Inc.

SVP Marketing

December 2002 - January 2005 (2 years 2 months)

#### RealContax

Founder and CEO

September 2000 - September 2002 (2 years 1 month)

#### EnCommerce, Inc

SVP Marketing

January 1999 - September 2000 (1 year 9 months)

#### Elemental Software, Inc.

EVP Products and Strategy

June 1996 - December 1998 (2 years 7 months)

#### RadioMail, Inc.

VP Marketing

January 1994 - June 1996 (2 years 6 months)

#### Objective Software, Inc

SVP Marketing

January 1992 - January 1994 (2 years 1 month)

#### Apple

Senior Marketing Manager

January 1989 - January 1992 (3 years 1 month)

Network Innovations  
VP Marketing  
1985 - 1988 (3 years)

Ingres  
Product Manager  
1982 - 1984 (2 years)

Southern Pacific Railroad  
Revenue Forecasting  
1979 - 1981 (2 years)

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## Education

Stanford University Graduate School of Business  
MBA, Business Administration and Management, General · (1977 - 1979)

AB, Architecture and Social History · (1971 - 1975)