

Prasad Akella

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PROFILE

Stanford Engineering Ph.D. (Meakin Fellow), Michigan MBA (High Distinction) & IIT BS (HAL Prize)
A proven executive with market vision, operational excellence, technical depth & people leadership:

- o Successfully managed global operations, product management, product marketing, account development, applied research, engineering, M&A and people;
- o Pioneered new market categories like social networks (\$8+B) & intelligent assist devices (\$25+M);
- o Made significant contributions to analytical/data-driven domains including social networks; user behavior analysis for fraud detection; B2B e-commerce & supply chain; manufacturing & robotics;
- o Intra- and entrepreneurial experiences in a variety of enterprise and SaaS markets;
- o Built and led high performing global teams in startups, SMBs and large corporations;
- o Awarded two US Patents and several awards across my career including GM's highest technical award – the "Boss" Kettering Award;
- o Lived and worked in the US, Japan, and India. Work with Germany. Once knew basic Japanese.

EXPERIENCE

2007 – Present

SAP Pal o Al to, CA

SAP is the world's leading provider of enterprise application software. Its Small and Midsize Business (SMB) portfolio includes business management and business intelligence solutions available on premise and on demand (SaaS). The SMB business is \$1+B in revenue and is the fastest growing segment.

VP & Head, SMB Marketing, 2010-present

VP, SMB Solution Marketing, 2009-2010

Sr. Director, SAP Business All-in-One Solution Marketing, 2008-2009

Sr. Director, SMB Portfolio Marketing, 2007-2008

SAP Ventures Fellow, 2008-2010

- Lead SMB marketing team for a 100% channel-driven \$1+B global business growing at 30% YoY
- Responsible for a portfolio of packaged solutions (ERP suite and BI) delivered on premise, hosted and on demand (SaaS) and sold through multiple routes to market. Solutions built on extensible platforms.
- Championing a marketing mentality appropriate for a channel-driven volume business
- Drove the creation of SAP's holistic on-demand "story"—to position SAP as an on-demand player
- Built/building high performing teams
- Identified as a "High Potential" Top Talent (top 1%) based on impact on the business
- Promoted thrice in three years

2007

CodeGear/Borl and (Acq. Embarcadero) Scotts Val l ey, CA/Bangal ore, India

CodeGear (acquired by Embarcadero Technologies, March 2008) was the \$75M Developer Tools subsidiary of Borland that offered products like Delphi, a rapid application development tool; JBuilder, an IDE; and InterBase, an embedded cross-platform database.

India Country Manager & Advisor, CodeGear Division

- Created & executed CodeGear's India strategy in support of a successful spinoff: Marketing, Pricing, Distribution, Sales & Country team.
- Evangelized and sold product with and through partners
- Opened up pipeline at large and sophisticated customers like Wipro, Infosys, Indian Oil Corp.

2005 – 2007

Cydel ity (Acq. Digital Envoy) Santa Cl ara, CA

Cydelity (acquired by Digital Envoy, March, 2007) provided an appliance-based, multi-tenant, fraud and behavioral anomaly detection system. Behavioral anomalies, once detected, were used to enhance online security in verticals like financial services and e-commerce.

Chief Product Officer

- Led product strategy, evangelism, delivery (incl. product management & engineering)
- Worked with sales at prospects and customers
- Worked with the CEO to fund and then sell the company
- 1 United States patent [US20060236395] in review

2004 – Present	<p>Optessa</p> <p>Optessa applies sophisticated optimization techniques to solve computationally hard business problems. Specifically, it sequences production lines efficiently by evaluating, in real time, billions of build combinations due to firm sales orders, prior forecasts, and hundreds of supplier & manufacturing rules.</p> <p>Founding Team Member, 2004 - 2005 Advisor, Business Development and Marketing, 2005 - present</p> <ul style="list-style-type: none"> • Created strategy and pitch, pitched, and helped secure Series A investors (\$2.5M) • Hunted and opened large company-defining deals at critical automotive OEMs; Examples include Ford (\$4M) and Mahindra & Mahindra (India) • Maintained sales pipeline (Fortune 10, Tier-n, power equipment) to grow company 	Holmdel NJ
2002 – 2004	<p>Spoke Software</p> <p>Spoke created Social Networks as a category. It helps sales professionals answer “Who knows who?” by leveraging every employee’s relationships to quickly & inexpensively discover executives (e.g., hard to find middle managers) at target accounts.</p> <p>Co-founder & Vice President, Platform Products, 2002 – 2004 Chairman, Technical Advisory Board, 2002 – 2004</p> <ul style="list-style-type: none"> • Founder: <ul style="list-style-type: none"> ◦ Created Social Networks as a category ◦ Raised \$23M in three funding rounds and built company to 33 employees and 15 customers • Executive: <ul style="list-style-type: none"> ◦ Set up and grew Spoke’s India Development Center to a team of 9 ◦ Defined the corporate patent strategy and built portfolio of 15 patent applications ◦ Created & chaired Technical Advisory Board ◦ Represented Spoke on public panels • Technical contributor/product manager: <ul style="list-style-type: none"> ◦ Defined and built core (social networking) algorithms with team ◦ Introduced and championed the use of contextual design in the product definition process ◦ Awarded 2 seminal United States patents to date [US7539697, US7512612]; (5 more in review) 	Pal o Alto, CA
2000 – 2002	<p>Commerce One</p> <p>Commerce One (C1) was a software company that provided the infrastructure and applications to automate the “source-to-pay” process between and within enterprises.</p> <p>Director, Product Management, 2001 – 2002 Principal Product Manager, Solution Strategy, 2000-2001</p> <ul style="list-style-type: none"> • Learned the software business • Facilitated integration of C1’s applications and platform to create an end-to-end “source-to-pay” app • Drove definition of C1’s enterprise-readiness requirements for MarketSite 4.6. • Represented Solution Strategy on M&A team that closed one of two acquisition deals targeted. The one I drove fell apart late in due diligence due to an uncapped liability the target had picked up • Managed the Design Collaboration component of the joint C1/SAP MarketSet solution focused on collaborative supply chain management for direct goods. • Co-inventor listed on 2 patents pending with the USPTO 	Pleasanton, CA
1994 – 2000	<p>General Motors</p> <p>General Motors (GM) is the largest global automotive enterprise. The Manufacturing Technology Center is responsible for the development, implementation & support of automation systems in GM’s assembly plants.</p> <p>Staff Engineer/Technology Manager, 1998 – 2000 Senior Engineer, 1994 – 1998</p> <ul style="list-style-type: none"> • Intrapreneur: Technology development and commercialization: <ul style="list-style-type: none"> ◦ Created a \$25+M industry addressing ergonomics problems. Conceptualized and led the development and commercialization of the “Intelligent Assist Device” (IAD) technology with Northwestern and Berkeley. The computer-controlled IADs eliminated ergonomics problems on the assembly line & revolutionized the material handling industry. Ingersoll-Rand & Stanley Tools’ IADs are used at GM, Ford, Toyota, US Postal Service & Coca Cola today 	Warren, MI

- Initiated and led software development that reduced product launch times. First implementation of the tool eliminated 10 days on delayed product launch; \$50M in lost revenues saved
- Developed and implemented a new business model for co-developing new technologies with universities & suppliers. Adopted as a methodology by which GM co-develops products today
- Operations:
 - Led and managed GM and supplier cross-functional teams to quickly solve robotics related production critical plant problems with revenue impacts of up to \$50M
 - Installed and programmed production robots in several US assembly plants
 - Initiated, developed and managed center's web site. Also served as an informal Unix consultant
- Leadership:
 - Served on team that created GM's "Leaders Development Program" - for developing executive talent

1992 – 1994

MITI'S Mechanical Engineering Lab Tsukuba, Japan
 The Mechanical Engineering Lab is a pre-eminent national research laboratory run by the famed Japanese Ministry for International Trade and Industry. Its objective is to conduct R&D in markets critical to Japan's industries.

National Science Foundation Fellow

- Designed/modeled robots executing contact tasks & manipulating microscopic structures on silicon chips
- Guided doctoral student

1987 – 1992

Stanford University Stanford, CA
 Stanford University is the world's premier university. The "d.School" has pioneered design thinking for several decades. Its product design and robotics programs are leaders.

Research Assistant

- Designed/modeled prototypical anthropomorphic robot hands
- Helped run the lab (within the Center for Design Research)

1986

Alcoa Pittsburgh, PA
 Alcoa is the world's leader in aluminum production.

Graduate Intern

- Investigated the use of robots for robotically welding aluminum space trusses for constructing today's lighter, greener, automobiles

1983

TVS Motors Bangalore, India
 TVS Motors is one of India's leading automotive OEMs.

Grease Monkey, Service Garage

- Learned the nuts and bolts of fixing cars, starting at the bottom of the service garage's totem pole
- Learned about, and learned to appreciate, people working close to the bottom of the pyramid

EDUCATION

2000

University Of Michigan Ann Arbor, MI
 Master of Business Administration (High Distinction), Finance & Strategy.
 • Beta Gamma Sigma

1992

Stanford University Stanford, CA
 Doctor of Philosophy & Master of Science, Mechanical Engineering
 • Meakin Fellow, Stanford
 • Philips Award, IEEE, for doctoral research

1985

Indian Institute of Technology Madras, India
 Bachelor of Technology, Aerospace Engineering
 • HAL Award, for graduating with the best academic record

HONORS

- Small Business Innovation Research Award, National Science Foundation, for work on social networks, 2004
- "Boss" Kettering Award, General Motors, GM's highest technical innovation award, for contributions to IADs, 2000
- Elected Member, Beta Gamma Sigma Honor Society in Business and Management, 2000
- Listed, "Who's Who in Science and Engineering," 1999
- Best Paper Award, ASME Material Handling Division, for work on Intelligent Assist Devices, 1998
- Special Achievement Award, General Motors, for improving new product launch efficiencies, 1996
- Elected Member, Sigma Xi Scientific Research Society, 1996
- NSF/STA Fellowship, National Science Foundation, for research in Japan, 1992-94
- Anton Philips Best Student Paper Award, IEEE Robotics & Automation Society, for doctoral work, 1989
- National Design Contest Silver Award, James F. Lincoln Foundation, for master's project, 1986
- Edgar N. Meakin Fellowship, Stanford University, 1985
- J. N. Tata Scholar, J. N. Tata Foundation, 1985
- Lotus Trust Scholar, Lotus Trust, 1985
- HAL Silver Medal, Indian Institute of Technology, for graduating with the best academic record in Aerospace Engineering, 1985
- Valedictorian, Kendriya Vidyalaya, 1980
- Lekhak "Student of the Year," Karnataka State, Finalist, 1979

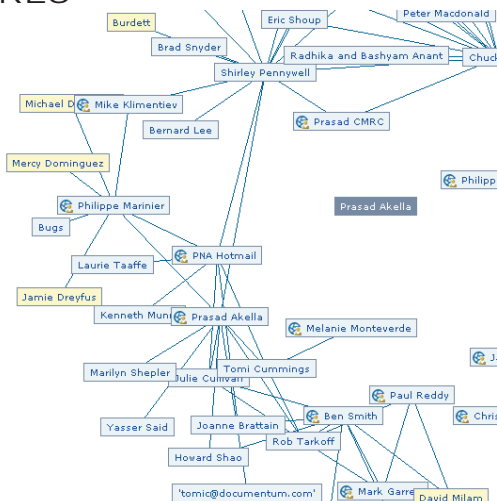
ACTIVITIES

- Design Coach, Stanford Product Design Program ("d.School"), Stanford University (2006 – 2008)
- Member, Steering team, TIE Entrepreneurship Institute (2004 – 2005)
 - Crafted the Institute's Entrepreneurship curriculum framework
- Editorial Board Member, Robotics & Computer Integrated Manufacturing Journal (1999 – 2006)
- Founding Vice-Chair, ANSI safety standards committee for Intelligent Assist Devices (1998 – 2000)
- Reviewer, National Science Foundation technical review committees (~1998 - ~2002)
- Reviewer, Robotics Journals/conferences and on Conference committees (1990 - ~2003)
- Guest lecturer, universities and at professional fora globally (1989 – present)

ADDITIONAL

- Awarded 2 US Patents for seminal work in Social Networks [[US7539697](#), [US7512612](#)]; (~7 more under review for work in social networks and fraud detection)
- Published 20 peer reviewed technical papers in engineering journals and publications
- Columnist, nascent blog at <http://akellas.org/prasad/blog>
- Once knew basic Japanese

PICTURES



Social Graphs @ Spoke in 2003: Creating and using "the original" social graph to help account executives sell better.



Cobots & Intelligent Assistance Devices at General Motors in 1998: Making robots work with the line worker.