ALEX GABBI

512.633.1193 ● 3330 Far View Drive, Austin, Texas 78730 ● alexgabbi@planetgabbi.com

EXECUTIVE PROFILE

EXECUTIVE & OPERATIONAL LEADERSHIP OF PRIVATE, PUBLIC & VENTURE-BACKED BUSINESSES

MBA degree and 20-year track record of success in fast-paced business environments requiring forward-thinking and leadership, innovative approaches, and decisive actions to create new revenue streams, improve profitability, and create corporate and shareholder value in the face of changing industry and market cycles. Proven leadership track record in financial, sales, marketing, operations, and product management roles.

SUMMARY OF SKILLS

Executive Management, Corporate Strategy & Leadership

- Veteran of four start-ups with 15 years of experience managing high-growth enterprises
- Exceptional relationship manager and leader
  - Secured $2.7 million in financing for Colabranet from two customers of The TAO Group
  - Recruited by Colabranet Board member to start-up and manage all SmartSwing operations
  - Hired and managed over 65 employees at Colabranet, SmartSwing and Arrow Electronics, with only 3 resignations during my leadership tenures
- Positively impact the career of dozens of young professionals each year by being a top-ranked lecturer in Global Entrepreneurship, High-Tech Strategy, and International Business Operations at the McCombs School of Business of the University of Texas at Austin, a Business Week Top 20 business school in the nation
- Led multiple large-scale transformational corporate strategy and M&A projects at Arrow Electronics

Financial Management & Financing

- Raised $7 million in private equity financing from institutional, corporate and angel investors for Colabranet
- Raised $4 million in private equity financing from angel investors for SmartSwing
- Accountable for multi-million dollar annual P&Ls at Colabranet, SmartSwing and Arrow Electronics
- Bootstrapped The TAO Group from inception to 6 employees and over $1 million in annual sales

Engineering & Product Management

- Managed product roadmap, requirements, specifications, release schedule, and scope for all SmartSwing products
- Project managed an inter-company team of 10 engineers at SmartSwing

Sales & Marketing Management

- Proven sales executive, team-builder, and deal closer
  - Recruited, coached, and led sales teams at Colabranet, SmartSwing and Arrow Electronics
  - Closed two largest accounts at Colabranet – Cirrus Logic and SigmaTel – total value in excess of $1.5 million
  - Secured critical channel and technology partnerships for SmartSwing with industry-leading companies such as Texas Instruments, Analog Devices, Amazon.com, and Golfsmith
  - Currently lead team of twenty-five at Arrow Electronics with responsibility for $160+ million in annual sales
  - Instrumental in winning prestigious Supplier of the Year award at National Instruments in 2010, 2011 and 2012 resulting in over $30M/year of increased business.
  - 2012 President's Club Award winner
- Played pivotal role in product definition, pricing, promotion, and public relations strategy development, implementation, and ongoing management at SmartSwing, Colabranet, and The TAO Group

Operations & Supply Chain Management

- Led evaluation process and negotiated agreements with SmartSwing contract manufacturer and contract engineering provider as well as key software platform providers at Colabranet
- Implemented process control, activity-based costing, yield optimization and QA processes for SmartSwing manufacturing - drove manufacturing yields from 20% at new product introduction to over 80% within 3 months
- Designed and implemented numerous multi-million dollar global supply chain solutions for Arrow Electronics

International Experience & Domain Expertise

- Twenty years of combined experience living, traveling, and doing business abroad
- Fluency in Italian, basic knowledge of Spanish and French
- Industry domain expertise in semiconductors, enterprise software, consumer goods, consulting, and golf equipment

PROFESSIONAL EXPERIENCE

GENERAL MANAGER - ARROW ELECTRONICS, INC. 2011 - present
GENERAL SALES MANAGER - ARROW ELECTRONICS, INC. 2009 - 2011
FIELD SALES MANAGER – ARROW ELECTRONICS, INC. 2005 - 2009

$23+ billion Fortune 200 distributor of electronic components and computing products

Recruited based on business relationship with Austin Branch personnel to reengineer and manage sales organization. Oversee all key areas of sales, including P&L, budgeting, supplier/customer relations, FSR/FAE/ISR. Reporting responsibility to Regional VP.

- Supervise team of 25. Accountable for $160+ million annual sales budget. President's Club member in 2012.
- Reengineered key sales processes and branch strategy to increase performance and team focus. Instituted technical development program to improve resource utilization. Initiatives led to budget achievement in 26 of 30 quarters, 20% YoY average growth for 7 consecutive years (frequently in challenging economies), and market share increase of 20 points to 52% during my tenure.

CHIEF OPERATIONS OFFICER (COO) – SMARTSWING, INC. 2003 - 2005

Private equity venture involved in creating and marketing a line of intelligent golf clubs with circuitry in the shaft and related software

Personally recruited based on prior track record by Colabranet Board of Directors member to start up and manage all aspects of day-to-day operations of SmartSwing. Oversaw all key areas of company operations, including sales, marketing, manufacturing, engineering, finance and service. Budget and reporting responsibility to the CEO/Founder.

- Supervised all 16 company employees, including sales, manufacturing, engineering, service, and marketing. Accountable for $2+ million dollar annual budget. Reported to the CEO & Founder.
- Secured and managed key technology and channel strategic relationships with industry-leading companies such as Texas Instruments, Analog Devices, Amazon.com, and Golfsmith
- Oversaw global intellectual property and contract strategy, including patent and trademark filings
    - Listed inventor on seven US full and provisional patent filings (see 'Research & Patents' below)
- Led evaluation and recruitment of all 16 SmartSwing employees, contract manufacturing vendor, and contract engineering firm
- Managed all aspects of product development, including product release scoping, specifications, scheduling of four internal and six contract engineering resources, and budgeting
- Key contributor to original business plan, including product vision, sales/marketing strategy, and pricing
    - Designed, organized, and led seven focus group sessions for initial product validation
- Accountable for ongoing development and implementation of promotional and distribution strategy, including collateral development, public relations, web site content, product positioning, supporting information technology architecture, channel management, and international distribution

CHIEF EXECUTIVE OFFICER (CEO) – COLABRANET, INC. 2000 - 2003

Venture-backed enterprise software company focused on providing vertical CRM/PRM solutions to semiconductor/electronic component manufacturers, distributors, and manufacturers' representatives

Co-founded Colabranet as a spin-off of The TAO Group's software development arm with an initial round of financing from clients of The TAO Group. Led the initial business planning and product visioning process. Played a crucial role in corporate strategic planning and decision-making on an executive team of five members.

- Raised over $7 million in private equity financing from individual, institutional, and corporate investors, including investments from two former clients of The TAO Group
- Directly supervised team of eight sales, support and client services specialists
    - Personally closed Colabranet's two largest accounts – Cirrus Logic and SigmaTel – with transaction values totaling over $1.5 million
- Defined messaging, pricing, and distribution strategies for Partnerflow, Colabranet's core product
    - Played crucial role in initial Partnerflow product visioning and ongoing product roadmap
- Built strategic partnerships with key technology vendors including Extricity/Peregrine Systems, Sybase and Oracle
- Managed company growth to 28 employees and subsequent wind-down to 3 employees
    - Personally recruited and managed executive team of five

DIRECTOR OF STRATEGY, CO-FOUNDER – THE TAO GROUP, INC. 1996 - 2000

Management consulting firm offering technology strategy, implementation, and support services to small and mid-sized companies

Helped transform a sole proprietorship into a viable, self-sustaining business venture while in MBA school. Outlined the corporate vision/mission, positioning strategy, and portfolio of services. Through effective financial management, bootstrapped the company up to in excess of $1 million in annual revenues and 6 employees in less than 3 years.

- Won the company's four largest business accounts, with a total value in excess of $750K over two years
- Defined the information technology and application architecture 3-year roadmap for five key accounts
- Lead software engineer and business practices resource for the company's first-generation vertical sales application, the genesis for Colabranet

FOUNDER – AG CONSULTING 1992 - 1996

Privately-held sole proprietorship specializing in providing international business consulting, translation and training services

Founded company while in the University of Texas undergraduate business program to capitalize on an opportunity that would leverage core international experience and language skills. Upon graduation, grew the sole proprietorship into a self-sustaining enterprise while managing all aspects of the operation ranging from accounting to service delivery.

- Exclusive provider of cultural orientation, relocation, English language instruction, and tutoring services for Italian families on international assignment in Austin for IBM
- Exclusive translator for all product manuals of Navionics SpA, an Italian global provider of marine GPS solutions
    - Commissioned to perform competitive market research and provide US market-entry recommendations

EDUCATION EXPERIENCE

BOARD OF DIRECTORS, EXECUTIVE COMMITTEE CHAIR – LYCÉE FRANÇAIS 2003-2004

Fully trilingual (English, Spanish, French) private elementary school

- Board of Directors responsibilities included:
    - Fundraising, parent relations, new student recruitment, and overall pedagogical strategy
    - Relationship management with French Consul General and Cultural Attaché in Houston, Texas to ensure school accreditation by French government
- Executive Committee responsibilities included:
    - Tasked with and successfully led the turnaround effort of the school from 60 days to insolvency to financial viability, including renegotiating a $100,000 bank credit line
    - Reengineered many school processes, including billing, scheduling, and promotion, renegotiated contracts, and was pivotal in employee morale improvement during the turnaround process

INSTRUCTOR – THE UNIVERSITY OF TEXAS AT AUSTIN 2004-present

International Business 372 (Global Entrepreneurship) – Instructor *Fall 04-12*

- Developed curriculum for new undergraduate course offering from scratch – course involves a 'real-world' simulation of the planning, start-up, and management of a new company, with a particular focus on international issues in areas such as sales, marketing, manufacturing, supply chain management, and intellectual property.
- Course and instructor were rated in the top 20% of business school offerings by students every year instructed

Management 385 (Strategic Analysis for High-Tech Industries) – Co-Instructor *Spring 04-05*

- MBA course utilizes a variety of high-tech industries such as computing, networking, biotech, software, nanotechnology, and gaming to provide context for a discussion of the development and implementation of business strategy in fast-paced, rapidly changing environments
- Course and instructors were rated in the top 20% of business school offerings by students every year instructed

International Business 378 (International Business Operations) – Instructor *Spring 04-13*

- Capstone course for undergraduate students majoring in international business
- Curriculum focuses on the analysis of challenges facing companies with international business operations through a variety of case studies, lectures and team-based projects, with topics ranging from corporate social responsibility to intellectual property protection and transfer pricing
- Course and instructor were rated in the top 20% of business school offerings by students every year instructed

RESEARCH & PATENTS

Dr. Keri Perlson, Research Assistant *1997*

- Co-authored research study on the application of military information warfare tactics to corporate Internet strategy

Listed Inventor on Multiple Full and Provisional Patent Applications

- Method and System for Golf Swing Analysis and Training
- Method and System for Golf Swing Analysis and Training for Putters
- Method and System for Accurately Measuring and Modeling a Sports Instrument Swinging Motion
- Method and System for Calibrating Sports Implement Inertial Motion Sensing Signals
- Sports Device Inertial Measurement Unit Cartridge System (Provisional)
- Method and System for Synchronizing a Reference Swing to a User Swing (Provisional)
- Method and System for Creating Virtual Instruction (Provisional)

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

Master in Business Administration (MBA) 1995-1997
Concentration: Information Management – Technology Strategy
GPA: 3.78/4.00

Bachelor in Business Administration (BBA) 1991-1993
Major: International Business Minor: Finance
GPA: 3.64/4.00, graduated with Honors

LIBERA UNIVERSITÀ INTERNAZIONALE DEGLI STUDI SOCIALI (LUISS), ROME, ITALY

Major: Business Administration 1988-1991
Transferred to The University of Texas at Austin to complete undergraduate studies

OTHER INTERNATIONAL EXPERIENCE & INFORMATION

FOREIGN LANGUAGES

- Italian – native
- French – good knowledge
- Spanish – basic knowledge

FOREIGN TRAVEL/INTERNATIONAL EXPERIENCE

- 20 years of experience living abroad – Belgium, Italy, Canada, France
- Extensive foreign travel – England, France, Germany, Belgium, Holland, Luxembourg, Spain, Switzerland, Italy, Austria, Greece, Morocco, Egypt, Mexico, Costa Rica, Canada

ADDITIONAL INFORMATION

- Accomplished classical pianist
- Widower with three children

REFERENCES

PROFESSIONAL

Jeff Heffernan
Area Director, Arrow Electronics
jheffernan@arrow.com

Jim Weinstein
Vice President of Finance, Data Foundry
Fomer CFO, SmartSwing
Former CFO & Co-founder, Colabranet
Former Director of Operations & Co-founder, The TAO Group
jimw@datafoundry.com

INVESTOR

Dale Quisenberry
Former VP-Finance, Crossroads Systems
Lead Series A Investor, Colabranet
dquisenberry@austin.rr.com

PERSONAL

Scott Weiskopf
Senior Director, Microsoft Corporation
Former Director – Client Services, Colabranet
weisguy713@aol.com