VENKAT SRIVINISAN
STANFORD PH.D. • RECOVERING ENTREPRENEUR

## Inventor • R&D Leader • CTO • Big Data Analyst • Architect of Massive Networks

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Built T-CUBE from zero to a $25M company that won top awards such as INC 500 and WSJ 20/20
Named as inventor on 3 patents for latest ad-technology platforms: DPI, CDW, OAS / real time bidding
Exceptional high-tech salesmanship and investor-communication skills • Collegiate champion in cricket

Computer scientist with many passions, but family, sports, and scientific discovery dominate the list. Eager to return to R&D, shed the administrative details of a $25 million business, and focus 100% on creating value for an appreciative employer and customers. I derive greatest joy in business from building and coaching great teams. US citizen. Top Secret clearance. Fluent Hindi and English.

- **BUSINESS BUILDER AND PROBLEM SOLVER**: Founded T-CUBE – started from scratch – grew sales, won top awards, and sold the company to a PE investor group in 2011.
- **LIFELONG VALUE CREATOR AND IDEA PERSON**: At age 15, patented a "water clock." Named as inventor on 26 patents during career – licensed 3 patents for advertising technology that generate $7M annually for investors of Maxwell Place Consulting.
- **LEADER**: Builds winning teams – both sports and business – and leads them to bold accomplishment. Wins support from stakeholders by communicating openly.

New Licensing Revenue from 3 Ad Tech Patents ($M): 2014 total annual value: $7M

Blue: 2012 ▪ Red: 2013 ▪ Green: 2014
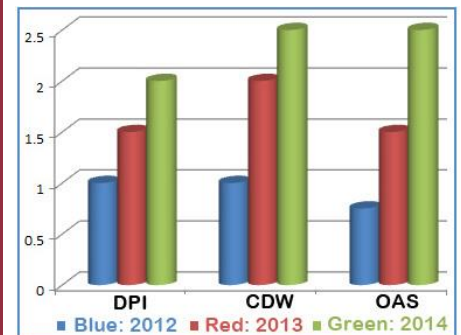
PROFESSIONAL EXPERIENCE

MAXWELL PLACE CONSULTING GROUP, Palo Alto, CA   2011–Present

Big data consulting, software licensing, and implementation ▪ Focused on ad-tech, media, retail, and financial services ▪ 10 employees.

Consultant | Team Leader | Data Architect

Currently leading a 10-person team that devises ingenious solutions to problems of mind-boggling complexity that involve big data, business intelligence, and data analytics. Recognized for deep expertise in the application of big data to sports marketing. Created partnerships with Cloudera, Datastax, and Neo4J.

- **SOFTWARE LICENSING**: Patented three breakthrough methodologies that now generate $7 million annually.
  - ✓ Data Partitioning and Indexing (DPI): speeds up calculation and simplifies range-interval queries for data analytics.
  - ✓ Compressed Data Warehouse (CDW): slashes server space, boosts efficiency, and accelerates querying.
  - ✓ Automated Online Advertising System (OAS): applies game theory to calculate payments to inventory partners.
- **CONSULTING SERVICES**: Strategic CTO and C-Level consulting for big data strategy, platform selection, reference architecture, ROI modeling, enterprise data hub, real-time analytics, visualization, and migration to cloud. Built a development team with combined subject-matter expertise in architecture and optimization for three areas of programmatic advertising:
  - ✓ Data Management Platform (DMP): Adobe, Krux, Lotame, Aggregate Knowledge, BlueKai, CoreAudience, nPario, and X+1.
  - ✓ Demand Side Platform (DSP), especially mobile & video advertising: Invite Media, MediaMath, Turn, DataXu, and X+1.
  - ✓ Real Time Bidding (RTB) and Ad Exchanges: Advancing the state-of-the art – patented methodologies and algorithms – for automatic buying and selling of online ad impressions via real-time auctions that occur as fast as a webpage can load.
- **CLIENTS and ENGAGEMENTS**: NFL, JetBlue, Comcast, Big Pharma, and Sports Whiz (WPP affiliate). Devise architecture and blueprint for analytics platform, real-time data processing.
  - ✓ Re-architected DMP and DSP platforms for a major ad-tech firm – converted to a real-time, in-memory platform.
  - ✓ Built prescriptive architecture to run large production clusters for spot-market AWS instances.
  - ✓ Architected cloud Infrastructure and massive data migration – from an on-premise data center to the public cloud – for the Washington Healthcare System.

T–CUBE, New York, NY   2003–2011

Custom software applications, IT consulting, and big-data integration projects for Fortune 500 and corporations in the northeast US.

Co-Founder | CEO

Launched T-CUBE as a solutions company, founded on deep knowledge of SharePoint and MSFT server applications. Grew T-CUBE into two separate business areas: Proviz solutions (staffing) and T-CUBE consulting.

COMPANY FOUNDING AND GROWTH: Conceived and executed strategies for T-CUBE's growth – from zero to $25 million over 6 years – including several years with 100% growth. Achieved more than 100% growth rates for revenues, customers, and headcount during 2006, 2007, and 2008.

- **RECOGNITION:** Named multiple times as one of the fastest-growing tech companies in USA: INC Honoree for 2008 and 2010. Ranked by *WSJ Entrepreneur* (2009) as one of the fastest growing companies in USA.
- **SERVICES**: IT strategy| architecture services| reference architecture| "done for you" implementation services | staff augmentation: onsite and offshore| business intelligence | data warehousing | database consolidation | collaboration | ECM | cloud computing | applications development | system integration | custom applications.
- **CUSTOMERS**: Over 60 Fortune 500 companies across all sectors, for example: Credit Suisse, Deutsche Bank, Bank of America, MSFT, NBA, Henry Schein, McGraw Hill, Wolters Klowers, Celgene, Novo Nordisk, and many others.

COMPANY OPERATIONS: Established zero-error invoicing. Cut receivables from 83 days to 41 days – a hugely beneficial impact on cash flow that cut working capital. Set up compensation incentives for managers and staff.

- **LOW ATTRITION**: Achieved very low rates during 2003–2011. Established strategic partnership with Microsoft and MSFT Consulting. Built Excel-based, self-service BI solutions for financial services and healthcare.
- **LEADERSHIP STYLE**: Built T-CUBE with an employee-first, performance culture. Grew the headcount to 250+ consultants. Implemented personal accountability and "pay for performance" incentives. Built a loyal following among Fortune 500 firms.
- **RECRUITING**: Focused on excellence in three key areas: technology, sales, and recruiting. Hired and mentored over 1000 IT professionals during 2002–2010 (via the Proviz staffing business).

ADDITIONAL EXPERIENCE (1993–2003): ENTERPRISE ARCHITECT AND SOLUTION ARCHITECT

CONSULTING ARCHITECT AND SOFTWARE TEAM LEADER: Rolled out enterprise software and mission-critical applications. Implemented projects and platforms for document management, e-business, data warehouse, B2B exchange, enterprise application integration, asset management, and publishing. Built exceptionally talented teams – both local and offshore – for clients such as:

- **CITIGROUP**, Lyndhurst, NJ (2002–2003), Enterprise Architect: Distributed architecture for global collaboration – many applications. Built products and solutions – heavy emphasis on Microsoft – collaborated with MSFT advanced dev teams.
- **MERRILL LYNCH**, New York, NY (1999–2002), Enterprise Architect
- **DOW JONES**, New York, NY (1998–1999), Solutions Architect
- **PRUDENTIAL FINANCIAL**, New York, NY (1997–1998), Solutions Architect
- **VERTEX INC**, Philadelphia, PA (1995–1997), Software Engineer
- **COGNIZANT SOLUTIONS**, India (1993–1995), Software Engineer

EDUCATION AND SELECTED PATENTS

Ph.D., Computer Science, STANFORD UNIVERSITY, Palo Alto, CA

M.Sc., Computer Science, INDIAN INSTITUTE OF TECHNOLOGY, Roorkee, India

Corporate Finance, Executive Education, THE WHARTON SCHOOL, University of Pennsylvania