

## MARK ZALLER

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### Professional Experience

#### **TriGeo Corp: Director. Grenoble, France & San Francisco Bay Area, CA. 2000 – present**

##### **Business Development Manager in Europe, America & Asia**

- 2011 Android Developers Contest 1<sup>st</sup> place winner for social media merged with interactive maps
- Augmented Reality system on Tablets allowing customers to do what was not previously possible. Multiple \$M wins
- Worldwide leader of HP's Center of Excellence enabling Telco delivery of movies & audio to homes, Tablets & SmartPhones
- Lead consultant at HP Intel Solution Center promoting cloud-computing and mobile applications. \$70M new sales/yr
- Created 30 business plans and collateral to enter new markets and deliver cutting edge solutions from HP+Intel+Partner
- Researched, interviewed & evaluated hundreds of mobile & wireless companies for partnership and alliance with HP

##### **Product Development and Visionary Leadership**

- Developed mission critical tactical GIS (Geographic Information System) solution with bidirectional satellite communications
- Engineering and Product Manager for HP's worldwide "Plug'n Play" enterprise servers (Windows & Linux server preloads)
- Developed a wide range of European GSM SmartPhone applications using HP's Mobile Service Delivery Platform eco-system

##### **Marketing and Product Roll-outs**

- Built & managed HP's Telco solution demo portal. Created 25 solution videos around live demos. Published worldwide
- Owned new technology & cloud computing training for HP elite Business Dev Mgrs (BDM). Two weeks per year for 3 years
- Go-to-Market launch for six HP enterprise servers: Analyst Relations, solutions strategy & international marketing materials
- Defined, organized and executed tradeshow, events, social media campaigns, and conferences in Europe, Americas and Asia

#### **3Com Corporation: Global Business Development.**

##### **Worldwide OEM Sales. Grenoble, France. 1997-2000**

- Defined strategy & led sales team to discover a new OEM account, and became 3Com's 2nd largest customer ~ \$80M/yr
- Led ten laptop and desktop computer development projects and teams spanning three continents with on-time delivery
- "Joint-Qual" collaboration that turned an alliance partner into a large OEM customer while reducing product QA costs

##### **Product Management, Network Interface Cards. Santa Clara, CA. 1990-1997**

- Software strategist leading product line for Network Interface Cards. Dominated over 65% share of a \$4B/yr market
- Market Requirement (MRD), Product Requirement docs (PRD) & leader for eleven development teams contributing \$2B/yr
- Managed Microsoft, Novell & Intel strategic relationships. Made "co-opetition" a winning advantage
- Created marketing & technology synergies between Palm Pilot 3, 5, & 7, and 3Com's profit engine product line
- Owned the market for virtualizing PC boot-up. Initiated a successful corporate acquisition. Technology now ubiquitous
- Negotiated Microsoft and Intel "Plug'n Play" patents. Turned intellectual property into a lucrative industry standard
- Company rep for industry steering committees, standards organizations and DMTF (Desktop Management Taskforce)
- Spearheaded business entry teams for Wireless LAN, Internet and home networking, which all became separate divisions

##### **3COMpatible Program and Customer Support. Mountain View, CA. 1990-1992**

- Partner Evangelist: Created & managed 3COMpatible self-certification partner program attaining InterOPERability leadership
- Product development for award winning Network Operating System (3+) acquired by Microsoft and still in Windows
- Resolved escalated network problems and customer hot-sites, "Customer satisfaction second to none"

### Skills, Training, Education & Other

\* **Geographic flexibility:** American and European Union work permits (dual citizenship)

\* **Corporate:** Targeted Account Selling, Aggressive Marketing, Project Manager, Presentations, Press Interviews, 3Wizards.

\* **Formal:** University-Biology & Geology. Air Carrier, Air Attack & Commercial Pilot

\* **Skills:** Management by influence, Multi-continent project management. Photo/video editing and graphics processing