

Bob Thomas

Bob Thomas has over 25 years of marketing experience in Silicon Valley. He has led teams through the process of conceptualization, go-to-market, launch, and ongoing marketing with dozens of high tech products, and has significant expertise in data analytics, enterprise hardware/software products, cloud-based solutions, and virtually all aspects of high-tech marketing.

Most recently Bob was Director of Strategic Marketing at Harmonic, a \$500M company which is the industry leader in video infrastructure delivery products. At Harmonic, Bob built and led a team of analysts who developed a data analytics infrastructure which leveraged leading analytics tools and advanced methodologies to generate new business insights. This work resulted in identification of several thousand new customer prospects, re-alignment of investment towards under-served geographies, and enabled data-driven sales planning for the worldwide sales force.

Prior to Harmonic, Bob was Founder and CEO of FatPassport Inc., a Silicon Valley startup that provided the industry's first cloud-based travel inspiration solution. Bob formulated and architected the solution, which was successfully deployed with companies such as United Airlines, and which continually exceeded committed Service Level Agreements.

Before FatPassport, Bob was Senior Director of Product Marketing for NetApp, a highly respected storage company in Silicon Valley. At NetApp, Bob built and led a team of marketing professionals that helped enable annual growth of over 30% for what is now a \$6B company. Bob's team launched eight new software/hardware products, including the strategically critical FAS6000 products to support the company's Enterprise initiative, as well as NetApp's next generation operating system software platform. Bob's team was further responsible for messaging/positioning, sales/channel enablement, development of all outbound marketing materials, and ongoing marketing/merchandising activities.

Bob Thomas

Earlier in his career, Bob was Senior Director of Marketing at Scale8, a pioneer in cloud storage services. In this role Bob was responsible for all product management, product marketing, and corporate marketing activities, and helped formulate a breakthrough concept for distributed storage systems.

Bob also held various marketing and management positions at Hewlett Packard. He first was responsible for product planning and launch of HP server systems that were instrumental in enabling rapid growth to a \$1B business. In this role Bob launched four new systems and helped establish at HP the then-new

notion of "high availability" systems. Bob was next responsible for all marketing activities associated with a \$100M peripherals business. Later Bob was responsible for Business Development activities with key HP software partners across the Asia/Pacific region, where he achieved 158% of quota.

Bob holds a BS degree in Electrical Computer Engineering from the University of California at Santa Barbara. In his spare time Bob enjoys adventure travel to exotic destinations with his wife Michelle.