

Dave Kresta: High-impact Services to Break New Ground



Core Competencies:

- ❖ Investor readiness: business plan review, collateral development, perfecting the pitch.
- ❖ Go-to-market strategy and execution, positioning platform creation.
- ❖ Incorporating social media into product and marketing strategies.
- ❖ Product management process development.

As a leader in your organization, you know that fresh thinking and fast results are required to turn vision into reality. My specialty is helping companies break new ground by launching new businesses, entering new markets, and launching new products. With 20 years experience in the high-tech industry, I've taken numerous companies into new spaces where we've created our own success.

Recently I helped raise more than \$1 million in angel funding for an early stage startup. We successfully launched a new-breed visual communication product at the DEMO '09 conference, generating intense interest from press/investors/analysts (250,000 launch video views) and first revenue from customers.

I understand the challenges of launching and managing products in the marketplace. I helped launch a new software division at RadiSys (with responsibility for all product and technical marketing), and envisioned and developed an entry-level product strategy at Mentor Graphics for the \$60 million/year ModelSim product line. I combine comprehensive strategy and go-to-market experience with social media expertise to help companies intelligently incorporate social media into their product strategies.

I have implemented several product management processes customized to each organizations' unique culture and competencies. Components of the process include customer and market research, integrated multi-level roadmaps, idea generation and cultivation programs, prioritization schemes, and release planning. The results have been streamlined decision making, more responsive development, and effective balance between long term strategy and short term requirements.

My educational background includes a BS in Computer Engineering from the University of Michigan, and an MBA from Portland State University. I have received certificates from the MIT Sloan School of Management Executive Education program in Managing Technical Professionals and Organizations, and completed a Practicum in Interaction Design with Cooper Design.

Custom services are available in the following areas:

Investor Readiness

- Business plan review/development
- Investor pitch development (presentation, elevator pitch)
- Executive Summary development

Go-to-Market Strategy Development and Execution

- Positioning/message platform creation
- Competitive analysis/market analysis
- Marketing Plan development
- Launch plan development and execution
- Sales enablement/readiness
- Incorporating of social media into product and marketing strategies

Product Management

- Product management process design and implementation
- Customer research (onsite and phone interviews, focus groups, persona development)
- Market Requirements Documents (MRDs), Functional/Behavioral Specifications

For more information, visit www.davekresta.com and www.collaborativeye.com, or contact Dave directly at davekresta@comcast.net or 503-442-9667.