

# Mike Mata

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## Work Experience

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### **CEO & Founder**

2013-08 - present

VentureWise, LLC

I bring extensive leadership experience from multi-billion-dollar technology brands to advising entrepreneurs. Throughout my career, I have led transformations in corporate strategy, go-to-market approaches, and organizational development, consistently driving profit optimization and long-term performance. Most recently, I provided strategic guidance and spearheaded business development efforts for a startup, culminating in a nine-figure sale to private equity. Over four years, the company achieved outstanding results, including a 22% revenue CAGR, 35% EBITA, and growth across all segments, with a modest 2% increase in headcount.

### **Interim CEO**

2009-10 – 2013-08

Web Advanced, Inc.

Initially, I provided mentorship and guidance to the startup's founders before being appointed as Interim CEO to offer strategic leadership and strengthen their business and decision-making skills. Under my leadership, the company achieved rapid, profitable growth by focusing on delivering exceptional online customer experiences through a cost-effective, in-house, integrated CMS and e-commerce platform.

### **Chair (CEO Coach)**

2003-02 – 2009-10

CEO Effectiveness Group

As Chair of the CEO Effectiveness Group, I built a network of seasoned small and midsize business leaders dedicated to growth. Drawing from my executive roles at Hewlett Packard, Compaq Computers, and BMC Software—where I played a key role in its IPO—I applied my expertise to guide and mentor emerging business leaders. I also partnered with the local SBA SCORE chapter to create a program for strategic business support. Through monthly meetings, workshops, and one-on-one mentoring, I provided personalized guidance and fostered innovation within the group.

### **VP, Global Accts & Operations**

2002-05 – 2003-02

Hewlett-Packard

After the HP-Compaq merger, I created an organization to strengthen HP's position as a leader in the industry for the top 200 global customers. This resulted in \$15 billion in annual revenue by fostering a seamless and accountable worldwide customer relationship. I was responsible for leading sales teams, managing global pricing and contracts, coordinating product offerings, and overseeing warranties and fulfillment. I also consolidated and supervised the corporate executive briefing centers and worldwide customer executive programs.

### **VP & GM, Worldwide Market Development and Partnerships**

2001-02 – 2002-05

Hewlett-Packard

Directed strategic initiatives across all geographic sales organizations, including SMB sales, global distribution channels, strategic alliances, consultants, systems integrators, internet service providers, and global sales groups. Spearheaded the launch of an industry-leading 'compute on demand'

offering, which provided cloud-based computing resources on an as-needed basis, as well as significantly enhancing Compaq's capabilities and driving success in selling and supporting customers through the internet.

**VP, E-commerce & Business Development**

2000-01 – 2001-01

Gateway Computer

Established a new organization focused on generating 'beyond the box' revenue streams and achieving operational efficiencies through the strategic use of internet technologies and investments. Launched a suite of branded services, including internet access, web hosting, website development, ecommerce, security, and industry-leading subscription computing offerings, specifically targeting the SMB market. The team successfully drove a fivefold increase in internet revenues, created over 7,500 private extranets, and facilitated fifty percent of new sales calls into the telemarketing centers.

**VP, Marketing**

1999-03 – 2000-01

Gateway Computer

Built and led a new marketing organization focused on product marketing and demand generation for the government, education, and commercial sectors. Key achievements included driving a 22% annual increase in unit sales, generating \$3.2 billion in revenue, while simultaneously cutting demand generation costs by 33%.

**VP, Enterprise Solutions Division**

1998-08 – 1999-03

Compaq Computer

Led engineering, marketing, and partner development efforts for server-based solutions, encompassing internet, security, database, business intelligence, ERP, CRM, messaging, enterprise management, and emerging technologies. The business units delivered innovative solutions, tools, and resources to empower IT managers, systems integrators, and consultants in planning, deploying, and operating enterprise systems. These initiatives were instrumental in securing Compaq's global leadership in the application server market.

**VP, Enterprise Management**

1997-10 – 1998-08

Compaq Computer

Directed product development and marketing for cross-divisional technologies and partnerships focused on managing distributed IT infrastructures and applications. Led a team that developed systems management strategies, created core management software and hardware products, coordinated platform instrumentation, and forged partnerships with key management ISVs. Additionally, provided business development support to sales and service teams, driving growth and innovation in IT systems management achieving leading share of systems management market.

**Director, Internet Solutions**

1996-08 – 1997-10

Compaq Computer

Formed a new business unit chartered with extending Compaq's leadership in providing internet, messaging, groupware, e-commerce and security solutions to the enterprise and ISP markets. Results included the development of multivendor solutions and integration frameworks, and the delivery of a wide range of engineering, marketing and sales support tools which contributed to over 50% of Compaq's application server sales.

<b>Director, Enterprise &amp; Business Development</b>	1995-05 – 1996-08
Compaq Computer	
Launched a new organization responsible for leading N. American efforts to expand into the mid-range computing market. Implemented integrated marketing campaigns, enhancements to the field sales structure, launch of a new consulting organization, introduction of a channel program which resulted in hundreds of dedicated system engineers, and new support offerings. Additional responsibilities included business planning, and participation on corporate teams addressing market outlook, corporate goals, investments, and company structure.	
<b>Director, Commercial Mktg   Distribution Strategy &amp; Business Planning</b>	1993-04 – 1995-05
<b>Manager, Major Account Mktg   Channel Devel. &amp; Corp. Marketing</b>	1988-11 – 1993-04
Compaq Computer	
<b>Business Devel.   Application Development Mgr.</b>	1986-05 – 1988-11
BMC Software	
<b>Major Account Mktg   Product Mktg   Sales Mgr.</b>	1978-07 – 1986-05
IBM Corporation	

## Education

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<b>Master of Business Administration</b>	1976-08 – 1978-05
Indiana University Bloomington	
Master of Business Administration, Product Marketing & Finance	
<b>Bachelor of Business Administration</b>	1972-08 – 1976-05
Texas Christian University – MJ Neeley School of Business	
Bachelor of Business Administration	

## Volunteering

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- U.C. Irvine, Paul Merage School of Business, Dean's Advisory Board Member
- U.C. Irvine, UCI Beall Center for Innovation and Entrepreneurship, Chairman Advisory Board
- SCORE (sponsored by SBA), Orange County, CA, Vice Chairman
- Park & Library Committees, City of Dana Point, CA
- Pet Project Foundation, Founding Member, Board of Directors