

Mike Mata

Orange County, California • +1-949-632-7988 • mike@venturewise.com • linkedin.com/in/mike-mata

Work Experience

CEO & Founder

2013-08 - present

VentureWise, LLC

I bring a wealth of experience from leadership positions at multi-billion-dollar technology brands to guiding entrepreneurs. Throughout my career, I have successfully transformed corporate and go-to-market strategies, established new organizations, optimized profits and driven sustained performance. Recently, I provided strategic guidance and actively contributed to business development for a startup, leading to a nine-figure sale to private equity. Over the last four years, the company achieved remarkable results, including a 22% revenue CAGR, a 35% EBITA, and growth across all business segments while increasing headcount by 2%.

Interim CEO

2009-10 – 2013-08

Web Advanced, Inc.

Initially I offered guidance and mentorship to the founders of this startup. Later, I was appointed as the Interim CEO to provide strategic guidance and help develop the founders' business and decision-making skills. The firm grew profitably and rapidly by concentrating on building remarkable online customer experiences quickly and cost-effectively developed with an in-house, integrated CMS and ecommerce 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

Established a new marketing organization responsible for product marketing and demand generation across offerings targeting the government, education, and commercial markets. Achievements included a 22% annual increase in unit sales, generating \$3.2 billion in revenue, and reducing demand generation costs by one-third.

VP, Enterprise Solutions Division

1998-08 – 1999-03

Compaq Computer

Responsible for the engineering, marketing and partner development activities for server-based solutions including internet, security, database, business intelligence, enterprise resource planning, customer relationship management, messaging, enterprise management and emerging technologies. Business Units developed and supported an innovative set of solutions, tools, and information to assist IT managers, systems integrators and consultants plan, deploy and operate enterprise solutions which facilitated Compaq's worldwide application server market leadership.

VP, Enterprise Management

1997-10 – 1998-08

Compaq Computer

Responsible for product development and marketing of cross-divisional technologies and partnerships for the management of distributed IT infrastructures and applications. Team provided systems management strategy, developed core management applications and hardware products, coordinated base platform instrumentation, partnered with key management ISV's and provided business development support to sales and service.

Director, Internet Solutions

1996-08 – 1997-10

Compaq Computer

Formed a new business unit charted 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.

Director, Enterprise & Business Development Compaq Computer	1995-05 – 1996-08
<p>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.</p>	
Director, Commercial Mktg Distribution Strategy & Business Planning	1993-04 – 1995-05
Manager, Major Account Mktg Channel Devel. & Corp. Marketing Compaq Computer	1988-11 – 1993-04
Business Devel. Application Development Mgr. BMC Software	1986-05 – 1988-11
Major Account Mktg Product Mktg Sales Mgr. IBM Corporation	1978-07 – 1986-05

Education

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

Volunteering

- 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