

Alan Craig DeClerck
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Summary

- ✓ Accomplished leader in scaling disruptive businesses via roles in business development, sales, partnering and venture --- 30 years experience driving innovative solutions. Specialized in internet and data services, software development, networking, disruptive business propositions.
- ✓ Key leadership roles in both early stage and high growth enterprise firms: four startups, two IPO's and multiple acquisitions.
- ✓ Track record in commercial and government sectors, forging new partnerships and pioneering sales with game-changing economic propositions.
- ✓ International partnership roles building teams and revenue across all major industry segments, scientific and commercial.
- ✓ Experience in cloud computing, SaaS services market, data services, Java, security. Instrumental in the early licensing and rollout of Java at Sun's FirstPerson startup.
- ✓ Passion around building new business, partnerships, strategic vision, sales.
- ✓ Additional background in international law, ocean resource management, robotics.

Professional Experience

2013-2014 **Sabbatical -- 24/7 Father** **San Jose, CA**

Full time father of four teens, specializing in all aspects of parenting: college and high school counseling, personal motivation, fishing trips, concerts, cleaning, laundry, culinary creations, coaching, sports photography, marketing and promotion, role modeling, sleep enforcement, travel agent, social media oversight, health advisor, hockey dad duties, curriculum design, late night Skype sessions, IT consulting, seed funding, being there, humor. Exceeded soft ROI targets: enjoyed a full year of providing unqualified support, connection, entertainment, learning, and fun with family.

2011-2013 **Liquid Robotics, Inc.** **Sunnyvale, CA**

Director, Data Services & Sales

Drove early stage company proposition for ocean data services into strategic markets --- commercial, industrial, government, scientific, educations and research sectors.

Director, Sales and Business Development, Federal and State Government

Responsible for driving LRI ocean data services proposition across Federal civilian agencies, state and regional municipalities. Primary focus on non-Defense sectors, eg., NOAA.

2010-2011 **Principal, DeClerck LLC.**

San Jose, CA

Sales and business advisory services and to early stage firms in network equipment, computing systems, cyber-security, virtualization, social business software, internet services. Specializing in technologies that disrupt existing markets, especially in network-based applications.

2008-2010 **Executive Director, Ventures, Licensing, Strategic Partnerships**
SRI International

Menlo Park, CA

Responsible for identifying and commercializing technologies and IP developed at SRI International, including evaluating potential for generating spinoff ventures or licensing. Includes managing and engaging with the venture community and other investment sources to leverage SRI research. Generating commercial licenses based on SRI's portfolio of innovation, and strategic relationships with enterprises based on SRI intellectual property. Focus on robotics, cyber-security, speech, internet services.

2006-2008 **Advisor/consultant** to technology-based early stage firms.

San Jose, CA

Advisory services in sales and business strategy, developing economic propositions primarily in software & internet services.

2002-2006 **Global Partner Executive, Oracle Business Unit**
Sun Microsystems, Inc.

Menlo Park, CA

Lead responsibility for all elements of Sun's global business partnership with Oracle Corporation. Exceeded revenue goals in key vertical segments, internationally, every year. Leadership role includes corporate strategy, product and technology development and alignment, go-to-market demand creation, sales strategy and servicing of joint customer accounts. Defined and drove goal achievement corporate and at field levels.

Achieved a restructuring of the Sun/Oracle relationship around low cost computing in May, 2003. Managing on-going execution of this strategy to include open source offerings, Java cooperation, server and storage platforms, joint service offerings.

2001 **Senior Director, Strategy and Operations, Sun Developer Network**
Sun Microsystems, Inc.

Menlo Park, CA

Responsible for re-directing coverage model and metrics for partnering between Sun and the ISV and verticals community. Advised on venture investment strategies and drove planning process for Sun Developer Network.

2000 **Vice President, Worldwide Field Sales Operations,**
SkyStream Networks

Mountain View, CA

Responsible for all aspects of leading and scaling SkyStream's global Sales organization, and driving SkyStream's vision of the *Broadcast Internet* into such key markets as Content Distribution Networks, Service Providers, Cable Network Operators, Telco/Enterprise, and Satellite Network Operators.

In addition to overall revenue accountability for the company, focus is on setting the strategic and organizational direction for the Americas, EMEA and Asia/Pacific teams. Key roles include staffing, channel development, support functions, sales operations, order administration, forecasting, and creating a motivating and competitive compensation and incentive plan.

Product arena spans SkyStream's complete hardware, software and service offerings: i.e., Source Media Routers, Edge Media Routers, and Content Management and Distribution Software. Company sold to Hewlett Packard.

1999-2000 **Vice President & General Manager, Corporate and Govt Division,
Beyond.com** Santa Clara, CA

Responsible for the division within Beyond.com selling software and internet services into the business and government markets. Full P/L responsibility, driving direct sales, channel development, marketing, staffing, strategy, operations and other support functions for the division. Pioneering within Beyond.com the transition from an online product sales model to a B2B web services-oriented model for small/medium businesses, large corporate accounts and federal government. Exceeded revenue goals every quarter with the company. IPO, 1998.

1998-1999 **Vice President, Worldwide Sales, Beyond.com** Sunnyvale, CA

Responsible for sales targets, channel development, business development, marketing and partnerships in support of global sales. Includes building the team, channel infrastructure, business plan, profit/revenue execution, and product/marketing management of internet sales proposition. Responsible for non-consumer portion of revenue growth from \$17M/year run rate to \$100M/year run rate in first year. Part of management team that successfully launched Beyond.com's initial public stock offering.

1995-1998 **Director, ISVs & Integrators, International Operations,
Sun Microsystems Computer Corporation** Geneva, Switzerland

Responsible for business alliances and partnerships with software and integration partners for Europe/ME/Africa, Asia/Pacific and Latin America. Main achievements: created the charter for this new position, built international team and exceeded license revenue goals.

Created International team to manage major partnerships, and developed virtual team in ten International business units to provide coverage at regional and country levels. Chartered with increasing Sun's competitive position and market share with partners --- developed architecture and compensation models for this new function. Sunrise Club achievement and 125% of goal for FY97. Sun was the fastest growing platform for all major partners under my organization.

- 1994-1995 **Director, Corporate Business Development,
Sun Microsystems** Palo Alto, CA
- Responsible for developing corporate partnerships to improve Sun's positioning in key areas of technology and market distribution. Included developing strategies and planning processes for changing the scope of the corporation through mergers, acquisitions and alliances. Also assigned as corporate development executive for Itochu, Xerox, Fuji Xerox, Toshiba, and Thomson Consumer Electronics.
- 1993-1994 **Director, Marketing and Business Development
FirstPerson, Inc. (Sun Microsystems "Java" startup)** Palo Alto, CA
- Responsible for marketing and business development for software language and OS environment eventually named Java. Drove initial licensing of software with network providers in cable, telco, utilities and digital satellite. Wrote company business plan, staffed product management organization, and completed initial deals in North America, Europe and Japan.
- 1992-1993 **District Sales Manager, Silicon Valley
Sun Microsystems, Inc.** Mountain View, CA
- Achieved 110% of goal with team of direct sales, channel sales and support specialists.
- 1989-1992 **Sales Representative, Sun Microsystems, Inc.** Mountain View, CA
- Drove new account relationships with ASK, DHL, Telerate, and Canon. Expanded existing sales with Apple, Informix and Leasametric. Sunrise Club, 1990-1992.
- 1986-1988 **Marketing Manager
Network Equipment Technologies, Inc.** Redwood City, CA
- Directed product development and marketing for network management products. Completed OEM deals with Sun and IBM for sales of software products. Built marketing team for network management.
- 1985-1986 **Product Manager, INI / Ungermann-Bass, Inc.** Santa Clara, CA
- Managed product marketing for MAP-based LAN hardware and software. Also designed company business and competitor forecasting model.
- 1980-1985 **International Marketing & Competitive Strategy
General Motors Corporation** Detroit, Japan, Mexico, UK.
- Marketing Manager, Senior Analyst. International and joint venture assignments in Europe, North Africa, Mexico and Japan. Competitive analysis and acquisition projects, GM Truck & Bus Group.

Educational Background

1983-1985 **Stanford Graduate School of Business** Stanford, CA

Masters in Business Administration (MBA). General Motors Fellow. Emphasis on commercialization of new technologies, international marketing, finance.

Recipient: General Motors Fellowship.

1977-1979 **Oxford University** Oxford, England

Master of Philosophy (M.Phil.) in International Relations. Concentration in International law and Strategic Studies. Dissertation on prospects for commercial mining of ocean resources. Rugby, squash, basketball.

1973-1977 **Brown University** Providence, RI

Bachelor of Arts (A.B.) in International Relations. Emphasis on History and Economics. Dissertation on Indian Politics under Indira Gandhi. Acting, voice study, baseball/football.

Personal:

Father of four children (Andrew, Keiko, Hana, Stefan).

Andrew: Stanford Class of 2017, Pivotal Labs Intern

Keiko, Hana, Stefan @ Cranbrook Kingswood School, Classes of 2015, 2016, 2018

Languages: moderate Spanish, French.

Passions: Reading, disruptive business models, strategy, youth sports coaching, sports photography, basketball, cycling, Nordic skiing, voice, piano, guitar, history.

Family Photoblog: <http://declerck.blogspot.com>

Board of Directors Emeritus, **Stanford Alumni Association**, 1995-2000.