

Marc Meyer

VC, Entrepreneur, CEO/CTO

Managing Director, **Persefon, LLC**

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Software Ventures Executive/Founder. Serial entrepreneur in enterprise and consumer internet software, with expertise in technology, product development, operations, and management. Background in computer science and systems' architecture research, and over 25 years experience creating, managing, and selling service and product-based software companies in the U.S. and internationally.

Specialties

Management, including strategic, business, product, technical, financial. Budgeting, business planning and forecasting. Presenting, evangelizing, leading, consensus building. Software and web technology, product ideation and development, computer architecture and algorithms.

Key Highlights

- **Consumer Internet:** *Co-founded, built and sold **Activeweave, Inc.***

As Chief Executive Officer at **Activeweave**, led the company from initial conception, funding and product development, through acquisition. Formulated Activeweave's products and patented the technology powering them; raised two rounds of financing. Drove business operations and technology growing Activeweave's **BlogRovR** service to over 1M downloads, 300,000 registered users, 10M+ daily searches, one of the four top sources for feed based subscribers for blogs, and one of 25 **Mozilla recommended Firefox add-ons**. Negotiated and managed the acquisition of Activeweave by **BuzzLogic**. Developed relationships in the venture capital and **web 2.0** communities to further financing, evangelization, press, partnerships, marketing, technology and traction.

As founder of **Hipdine**, performed feasibility planning, patenting, and partnerships for, a mobile, location-aware just-in-time service for discounted restaurant bookings.

- **Internet Advertising:** *Led Product Roadmap and Strategy for the creation of **BuzzLogic's Conversation Ad Network**.*

Staffed and led the Product organization for **BuzzLogic's** advertising platform and related offerings and technologies.

- **Enterprise Software and Services:** *Founder/founding member **Tibco, Software Design Studio, MAR Associates**.*

President of **Software Design Studio**: built a consultancy to the Engineering Design Automation industry to 11 people and \$2.5M in yearly revenues.

Principal Architect, Director and founding member **Tibco (TIBX)**: led the architecture and deployment of Tibco's first commercialized product, the world's first digital securities trading floor.

As founder of **MAR Associates** built, operated, and sold a software firm with operations in the US and Italy specializing in user-interfaces, early window systems, and licensing and encryption technologies.

- **Leadership:** *Created companies, staffed, trained and inspired development teams. Evangelized corporation-wide programs.*

Strong record of assembling, coaching and inspiring teams since 1983.

Created, promoted, and managed multi-year, cross-business-unit roadmaps for technological evolution driving both architecture, business case, and stakeholder coordination.

- **Vision:** *Track record of inventing, designing and marketing products and services.*

Over twenty years experience envisioning and delivering novel solutions to existing business needs, driving consensus and facilitating communication between business, technical, and management interests and personnel.

- **Engineering:** *Hands on and supervisory responsibilities for technology deployments.*

My experience marries over twenty years of leadership and building substantial software systems in the areas of web and consumer internet technologies, financial systems, databases, security, distributed and scalable systems, with a substantial academic foundation in computer systems and architectures research (at Xerox PARC, DEC Research, Olivetti Research, and Interval Research), and bottom-line responsibility over business operations.

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Recent Professional Experience (-)

Mar. 2009 - present

San Francisco, California

persefon.com

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marc@persefon.com

Persefon Ventures, LLC.

Managing Director (-)

Persefon Ventures, is a seed and early stage venture fund focused on consumer, social, and enterprise software and services. Our preference is for services with a quantifiable and existing target market, which can be addressed in short order with novel technology and approaches, and which can begin to be monetized and proved out without depending on market domination. As advisors and board members, we take an uncommonly active role in overseeing strategy, technology, and corporate development.

At Persefon, I get to meet brilliant and motivated entrepreneurs to evaluate fit with our investing style. With some, I have the opportunity to advise and direct them, and lead or participate in funding to take companies from early concept to first product and market penetration.

I also work with limited partners, high-net worth individuals and angel investors, to define investment goals and parameters, and manage and deploy their capital across rigorously selected early stage ventures.

Apr. 2008 - Jan. 2009

San Francisco, California

buzzlogic.com

BuzzLogic, Inc.

Senior Vice President of Product (-)

BuzzLogic, provides a premium display ad network to hyper-targets influential blog authors and the neighbor network of sites surrounding them to power high-performance, cost-effective campaigns for our advertiser clients. **BuzzLogic's Insights** product, on which the advertising network is based, is a search-based conversational influence analysis and monitoring technology.

At BuzzLogic I was in charge of Product Roadmap, Strategy, and, with the CTO, Architecture for our family

of search, web analysis, and advertising solutions.

Initiatives which I led put into place acquisition and pricing strategies for the creation of the **BuzzLogic's Conversation Ad Network**, architecture of the Blog Search Engine underpinning Insights and the Conversation Ad Network, the specifications and design for automation of the Advertising, Ad Trafficking and reporting platforms, and a conversational/social widget advertising product.

Jun. 2005 - Apr. 2008

San Francisco, California
activeweave.com
+1 (650) 218-4095

Activeweave, Inc.

Chief Executive Officer and Co-founder

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Activeweave, a web 2.0 startup, lets users browse smarter: its patent-pending, always-on, personalized relevance engine, coupled with its browser add-on, delivers a contextual overlay straight into the browser in real-time, wherever on the web users navigate. Its services bring to the current page related information from personally-chosen sources.

Activeweave also helps realize the potential of an enhanced, social web using new browser metaphors to empower individuals to share commentary among their social groups. Activeweave is making the web more participatory, breaking the boundaries between the pages browsed and the relevant context about those pages. **In the words of others:** Erick Schonfeld in *Business 2.0*, Mike Arrington on *Techcrunch*, etc.

As CEO and one of the two main contributors to Activeweave, my responsibilities span a wide gamut of functions, including business and marketing operations, finance, product, business, and corporate strategy. Operational responsibilities included raising financing, staffing, contractual and legal negotiations with funders, employees, partners, and vendors. Product-oriented responsibilities include product specification, design, and affordances, architecture and algorithms, and community and public relations.

Prior Experience

1977 - 2004

Dec. 2002 - Jun. 2004

Boulder, Colorado
Physics Education Research, CU
Boulder

CU Boulder, Physics Department

Invited Member, PER Group

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Under Prof. Noah Finkelstein and Prof. Carl Weiman (Physics Nobel 2001), the Physics Education Research program at the University of Colorado at Boulder is one of the newest and largest research programs in PER in the nation.

Participant in a research group developing and studying uses of technology in physics education, assessments, theoretical models of students learning physics, social and contextual foundations of student learning, examination of successful educational reforms and student problem-solving in physics.

1991 - 2001

Woodside, California

Software Design Studio (SDS)

President

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Founded SDS in 1991 for my own consulting operations, and grew it over 10 years to 11 people and yearly revenues of \$2.5M.

1998 - 2001

Sunnyvale, California
synopsys.com

Synopsys/SDS

Consultant, Architect and Technical Lead, Common Licensing Project

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Architect and technical leader for a 15 million dollar, 85-person, project sponsored by Synopsys' CFO and CIO to unite and standardize licensing practices across all divisions of Synopsys. The project resulted in the deployment of new licensing technology in all Synopsys products, as well as new license fulfillment and order management processes throughout the company. Mr. Meyer is receiving a patent on technology resulting from this work.

Directly responsible for staffing and managing a 15 person group implementing licensing software and APIs as well as relations and negotiations with all Synopsys business units, requirements and specifications determination and getting buy-in from individual business units.

1998 - 1999

San Francisco, CA

1997

Palo Alto, California

Pinpoint Golf Media

Board Member

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Systems Sciences, Inc. (acquired by Synopsys)/SDS

Consultant

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1993 - 1994, 1996

Palo Alto, California

Interval Corporation/SDS

Consultant, Robotic Vision Project

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Interval was Paul Allen's multi-media thinktank, led by David Liddel, modeled on PARC, with a mission of pioneering interface and media technologies of the future.

Created the multi-processor system infrastructure for a parallel computing system and language for use in real-time robotic vision research. Based on Solaris in '93-'94, adapted in '96 to Win32-based multi-processing platforms.

1991 - 1993

Palo Alto, California
DEC Western Research Laboratory
DEC Western Systems Laboratory

Digital Equipment Corporation/SDS

Consultant, Configuration Management and Build Systems

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1988 - 1991

New York City, NY
Palo Alto, CA
tibco.com

Teknekron Software Systems (later Tibco)

Principal Architect and Director of Electronic Trading Systems

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TSS pioneered electronic trading systems for Wall St. TSS was sold to Reuters, renamed Tibco, and

subsequently IPO'ed.

Architected and led the technical team responsible for implementation of Tibco's flagship electronic trading product and all its software components. Led the installation of the world's first digital trading floor, a multi-hundred Sun workstation-based, redundant and fault tolerant digital trading floor for fixed income for Fidelity Management Company in Boston. Specified and implemented user-interface, real-time spreadsheet, networking, fault tolerance and redundancy software, and publish/subscribe servers.

1983 - 1988

Woodside, California
Pisa, Torino, Italy

MAR Associates

President

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Founded and operated MAR Associates, a software consultancy specializing in user-interfaces, programming environments, licensing, and security technology. Sold MAR in 1988 to LPS, one of our principal clients.

Clients included: Netscape, SUN, Oracle, LPS, Plantronics, Reltech (later Ingres), Olivetti, HP, Systems and Management of Pisa, Olivetti Advanced Research Labs. Products included a database-backed reporting system, the first visual editor for database data, an operating systems level window system, the first multi-threaded browser, a forms system licensed by Olivetti for use in all European ATMs, a software licensing and encryption manager.

1980 - 1982

Palo Alto, California

Xerox Parc

Researcher, databases and languages, Smalltalk-80 group

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1978-1980

Berkeley, California

Project Ingres, UC Berkeley

Research Assistant

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Ingres (Stonebraker/Wong), and System R at IBM were the first pioneering relational database systems.

1977

Berkeley, California
Engineering Research Laboratory,
UC Berkeley

Engineering Research Laboratory, UC Berkeley

Senior Programmer

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Education

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Dec. 1980 - Jun. 1982

Berkeley, California

UC Berkeley, EECS

Masters of Science, Computer Science

GPA: 4.0/4.0. Research Thesis: PIN, A Personal Information Network, in conjunction with the Smalltalk group at XEROX Parc. Emphases: Database Systems, Computer Graphics, Computer Languages.

Apr. 1976 - Dec. 1980

Berkeley, California

UC Berkeley, EECS

BS, Computer Science, minors in Zoology and History of Science

Major GPA: 4.0/4.0 - Emphasis on Systems and Languages, Operating Systems, Database Systems. Research Assistant Engineering Research Lab '77, Research Assistant Project Ingres 78-80.

Mar. 1972 - Dec. 1975

Buenos Aires, Argentina

Escuela Nacional Nicolás Avellaneda

Bachillér

Secondary school, emphasis on Sciences.

Summary Of Technical Skills and Expertise

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• Technology

Programming

Expert Programming, Internet, Protocols and Core Computer Science Skills.
Expertise in C, C++, Perl, Unix tools.

Familiarity with Java, JSP, JavaScript, and a wide variety of Web open source initiatives.
Expertise in Unix internals, Microsoft Win32.

Concepts

Object Oriented architecture, development and programming parallel and distributed computing.


Patents

Algorithms, Data Structures.

Annotated Overlay Patent Pending: *Polymorphic always-on personalized relevance overlay architecture*;

Languages

English (*Native*), Spanish (*Native*), Italian (*Fluent*), Portuguese (*Intermediate*). French (*Adv. Beginner*).

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