

# PRASAD AKELLA

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## PROFILE

- Stanford Engineering Ph.D. (Meakin Fellow), Michigan MBA (Highest Distinction) & IIT BS (HAL Prize)
- Co-founded and/or led companies creating business value from user generated online data
- Experience in product management & marketing, R&D, business development/sales and M&A
- Awarded General Motors' highest technical award (one of ~500 awardees in 50 years) among other awards
- Lived and worked in the US, Japan, and India. Speak basic Japanese

## EXPERIENCE

### **CYDELITY (BEHAVIOR-BASED ONLINE FRAUD DETECTION, VENTURE BACKED, ACQUIRED 3/07), 2005 - 2007**

#### **Chief Product Officer**

- Led product strategy, evangelism, and delivery (including product management & engineering)
- Worked with the CEO to sell the company to one of three bidders

### **SPOKE SOFTWARE (BUSINESS DIRECTORY FOR LEAD GEN & SALES VIA SOCIAL NETWORK, VENTURE BACKED), 2002 - 2004**

#### **Co-founder & Vice President, Platform Products**

- Raised \$23M in three funding rounds and built company to 33 employees and 15 customers
- Set up and grew Spoke's India Development Center to a team of 9
- Defined and built core (social networking) algorithms with team

### **COMMERCE ONE (B2B E-COMMERCE, NASDAQ: CMRC), 2000 - 2002**

#### **Director, Product Management, 2001 - 2002; Principal Product Manager, Solution Strategy, 2000-2001**

- Facilitated integration of C1's diverse applications and platform to deliver on "source-to-pay" promise
- Defined the Design Collaboration component of the joint C1/SAP MarketSet supply chain solution

### **GENERAL MOTORS (AUTOMOTIVE, NYSE: GM), 1994 - 2000**

#### **Staff Engineer/Technology Manager, 1998 - 2000; Senior Engineer, 1994 - 1998**

- Created a \$25+M industry addressing ergonomics problems. Conceptualized and led the development and commercialization of the "Intelligent Assist Device" (IAD) technology with Northwestern and Berkeley
- Initiated and led software development that reduced new product launch times. First implementation of the tool alone recovered 10 days on delayed product launch; \$50M in lost revenues saved
- Led and managed GM and supplier cross-functional teams to quickly solve robotics related production critical plant problems with revenue impacts of up to \$50M

### **MITI'S MECHANICAL ENGINEERING LAB (NATIONAL RESEARCH LABS, TSUKUBA, JAPAN), 1992 - 1994**

#### **National Science Foundation Fellow**

## CONSULTING

### **BORLAND (SOFTWARE DEVELOPER TOOLS, NASDAQ: BORL), 2007 - PRESENT**

#### **Advisor, India Entry Strategy**

- Creating & executing CodeGear Division's India entry strategy: Product/services packaging, Pricing, Distribution & country team

### **OPTESSA (SUPPLY CHAIN SEQUENCING & SCHEDULING, VENTURE BACKED), 2004 - PRESENT**

#### **Advisor, Business Development and Marketing**

- Created strategy and pitch, pitched, and helped secure Series A investor (\$2.5M)
- Opened and then helped close \$M deals at Ford & Chrysler, increasing annual corporate revenue by 2x

## EDUCATION

**UNIVERSITY OF MICHIGAN, Master of Business Admn.** (High Distinction), Finance & Strategy, 2000

**STANFORD UNIVERSITY, Doctor of Philosophy & Master of Science,** Mechanical Engineering, 1992

**INDIAN INSTITUTE OF TECHNOLOGY, Bachelor of Technology,** Aerospace Engineering, 1985

## SELECT HONORS

- Small Business Innovation Research award, National Science Foundation, for work on social network, 2004
- "Boss" Kettering Award, GM's highest technical innovation award, for contributions to IADs, 2000
- Anton Philips Best Student Paper Award, IEEE Robotics & Automation Society, for doctoral work, 1989
- National Design Contest Silver Award, James F. Lincoln Foundation, for master's project, 1986
- J. N. Tata Scholar, J. N. Tata Foundation, 1985
- HAL Silver Medal, IIT, for graduating with the best academic record in Aerospace Engineering, 1985

## ADDITIONAL

- Design Coach, Stanford Product Design Program, Stanford University (2006 - present)
- Member, Steering team that runs the TiE Entrepreneurship Institute (2004 - present)
- Member, Editorial Board of the Robotics & Computer Integrated Manufacturing Journal ('99 - present)
- Founding Vice-Chair, ANSI Intelligent Assist Device safety standards committee ('98 - '00)
- Applied for 10 US Patents (applications under review at the USPTO)
- Published 20 peer reviewed technical papers in engineering