

# PRASAD AKELLA

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## PROFILE

- Product strategist with leadership experience and expertise in the definition, design and delivery of innovative, market leading, enterprise and internet software and electro-mechanical products
- Turned concepts into products, companies and markets. Co-founded an Internet consumer company
- Product domains: User behavior analysis for fraud detection & lead generation (via social network analysis); B2B e-commerce and supply chain; manufacturing and robotics
- Work experiences: Product management & marketing, R&D, engineering, business development and M&A at large and small companies in the US and Asia
- Awards: From employers, professional societies & National Science Foundation
- Stanford Engineering Ph.D. (Meakin Fellow), Michigan MBA (Highest Distinction) & IIT BS (HAL Prize)

## EXPERIENCE

2005-2007

**CYDELITY (ACQUIRED BY DIGITAL ENVOY, MAR 2007)** SANTA CLARA, CA  
Cydelity provides behavioral anomaly detection tools to enhance the security of the online channel in verticals like financial services and e-commerce. Deployed non-intrusively and quickly as an appliance, the product looks for fraudulent or abnormal behavior in a business context.

### Chief Product Officer

- Responsible for product strategy & delivery. Led the product team (VP, Engineering reported to me).
- Product evangelist -- worked with sales at prospects and customers and with investors
- Worked with the CEO to sell the company
- Co-inventor listed on 1 patent application pending with the USPTO

2002-2004

**SPOKE SOFTWARE** PALO ALTO, CA  
Spoke is a pioneer in Social networking and Relation Capital Management. It helps sales professionals answer "Who knows who?" by leveraging every employee's relationships to quickly & inexpensively discover executives (e.g., hard to find middle managers) at target accounts. Spoke is the "Rand McNally of employee relationships."

### Co-founder & Vice President, Platform Products, 2002 - 2004

#### Member, Technical Advisory Board, 2002 - present

- As a founder:
  - Raised \$23M in three funding rounds and built company to 33 employees and 15 customers
- As an executive:
  - Set up and grew Spoke's India Development Center to a team of 9
  - Defined the corporate patent strategy and built portfolio of 15 patent applications
  - Created & chaired Technical Advisory Board
  - Represented Spoke on public panels.
- As a technical contributor/product manager:
  - Defined and built core (social networking) algorithms with team
  - Introduced and championed the use of contextual design in the product definition process
  - Co-inventor listed on 7 patent applications pending with the USPTO

2000-2002

**COMMERCE ONE** PLEASANTON, CA  
Commerce One (C1) was a software company that provided the infrastructure and applications to automate the "source-to-pay" process between and within enterprises.

### Director, Product Management, 2001 - 2002

#### Principal Product Manager, Solution Strategy, 2000-2001

- Facilitated integration of C1's applications and platform to create an end-to-end "source-to-pay" app
- Drove definition of C1's enterprise-readiness requirements for MarketSite 4.6.
- Managed the Design Collaboration component of the joint C1/SAP MarketSet solution focused on collaborative supply chain management for direct goods.
- Represented Solution Strategy on M&A team that closed one of two acquisition deals targeted. The one I drove fell apart late in due diligence due to an uncapped liability the target had picked up
- Co-inventor listed on 2 patents pending with the USPTO

1994-2000

**GENERAL MOTORS** WARREN, MI  
General Motors (GM) is the largest global automotive enterprise. The Manufacturing Technology Center is responsible for the development, implementation & support of automation systems in GM's assembly plants.

### Staff Engineer/Technology Manager, 1998 - 2000

#### Senior Engineer, 1994 - 1998

- Technology development and commercialization
  - Conceptualized and led the development and commercialization of the "Intelligent Assist Device" (IAD) technology with Northwestern and Berkeley. The computer-controlled IADs eliminated

ergonomics problems on the assembly line & revolutionized the material handling industry. Projected to be a \$0.5B market, Ingersoll-Rand & Stanley Tools' IADs are used at GM, Ford, Toyota, US Postal Service & Coca Cola

- o Initiated and led software development that reduced product launch times. First implementation of the tool eliminated 10 days on delayed product launch; \$50M in lost revenues saved
- o Developed and implemented a new business model for co-developing new technologies with universities & suppliers. Adopted as a methodology by which GM co-develops products today

• Operations

- o 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
- o Installed and programmed production robots in several US assembly plants
- o Initiated, developed and managed center's web site. Also served as an informal Unix consultant

- Served on team that created GM's "Leaders Development Program" - for developing executive talent

1992-1994

**MITI'S MECHANICAL ENGINEERING LAB**

TSUKUBA, JAPAN

The Mechanical Engineering Lab is a national research laboratory run by the famed Japanese Ministry for International Trade and Industry. Its objective is to conduct R&D in markets critical to Japan's industries.

**NSF/STA Fellow**

- Designed/modeled robots executing contact tasks & manipulating microscopic structures on silicon chips.

1987-1992

**STANFORD UNIVERSITY**

PALO ALTO, CA

**Research Assistant**

- Designed/modeled prototypical anthropomorphic robot hands

**CONSULTING**

2007-present

**BORLAND/CODEGEAR**

SCOTTS VALLEY, CA

CodeGear is the \$75M Developer Tools subsidiary of Borland that delivers premier products like Delphi, the rapid application development tool for Windows applications, JBuilder, the IDE tool with RAD and collaboration features, and InterBase, the embedded cross-platform database.

**Advisor, India Strategy**

- Created CodeGear's India strategy: Product/services packaging, Pricing and Distribution.
- Defined India sales and evangelism team

2004-present

**OPTESSA**

ABERDEEN, NJ

Optessa applies sophisticated optimization techniques to solve computationally hard ("NP-hard") business problems. Its line sequencing product helps manufacturers minimize cost by optimizing the build order for products based on customer/dealer orders and hundreds of supplier and manufacturing rules.

**Advisor, Business Development and Marketing**

- Created strategy and pitch, pitched, and helped secure Series A investor (\$2.5M)
- Maintain sales pipeline (Fortune 10, Tier-n, power equipment) to grow company
  - o Helped create sales process
  - o Helped create pricing model
  - o Opened and then helped close ~\$4M deal at Ford, increasing annual corporate revenue by 2x

**EDUCATION**

**UNIVERSITY OF MICHIGAN**

ANN ARBOR, MI

**Master of Business Administration** (with [Highest Distinction](#)), May 2000

- Emphases in Strategy, Finance and Manufacturing

**STANFORD UNIVERSITY**

STANFORD, CA

**Doctor of Philosophy & Master of Science**, Mechanical Engineering, June 1992

**INDIAN INSTITUTE OF TECHNOLOGY**

MADRAS, INDIA

**Bachelor of Technology**, Aerospace Engineering, June 1985

**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
- Elected to the Beta Gamma Sigma Honor Society in Business and Management, 2000
- Best Paper Award, ASME Material Handling Division, for work on IADs, 1998
- Special Achievement Award, GM, for improving new product launch efficiencies, 1996

- Elected to the Sigma Xi Scientific Research Society, 1996
- NSF/STA Fellowship, National Science Foundation, for research in Japan, 1992-94
- 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
- Edgar N. Meakin Fellowship, Stanford University, 1985
- J. N. Tata Scholar, J. N. Tata Foundation, 1985
- HAL Silver Medal, IIT, for graduating with the best academic record in Aerospace Engineering, 1985.

## ACTIVITIES

- Design Coach, Stanford Product Design Program, Stanford University (2006 - present).
- Member, Steering team that runs the TiE Entrepreneurship Institute (2004 - present).
  - Crafted curriculum framework for the Institute's Entrepreneurship curriculum
- Member, Editorial Board of the Robotics & Computer Integrated Manufacturing Journal ('99 - to date);
- Reviewer for Robotics Journals/conferences and on Conference committees ('90 - to date)

## ADDITIONAL

- Served as founding Vice-Chair, American National Standards Institute's (ANSI) Intelligent Assist Device safety standards committee ('98 - '00).
- Applied for 10 US Patents (applications under review)
- Published 20 peer reviewed technical papers in engineering
- Guest lectured at several universities and professional forums.
- Listed in "Who's Who in Science and Engineering," 1999
- Learned basic conversational Japanese