

# John E. Forge

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## GLOBAL BUSINESS DEVELOPMENT AND OPERATIONS EXECUTIVE

*Accomplished leader with record of success building high-growth marketing and go-to-market strategies, and overseeing major product development projects. Provides operations leadership to heighten top-line growth and bottom-line results. Adept in team building, accelerating business development, forming international partner alliances (Europe, Middle East, Africa) to open new markets.*

### Core Competencies:

- Strategic Planning
- Budget / P&L Management
- Pricing and Sales Strategies
- Product Lifecycle Management
- Wireless Technology Business
- Enhancing Brand Awareness
- Improving Productivity
- Crisis Management
- Forging Alliances
- Cost Reduction Initiatives
- Turn-around Situations
- Global Marketing & Sales
- People Development
- E-commerce
- Start-Up Operations

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### PROFESSIONAL EXPERIENCE

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#### BOMA SYSTEMS, INC. | San Francisco, CA

*Startup offering a unique "one-push" wireless phone conferencing service.*

**Vice President of Strategy and International** ..... 2006 - present  
Created go-to-market B2B and international and strategy to open new markets. Used market segmentation, SWOT analysis to build strategic and focused marketing plans. Developed series of presentations and documents to target product to diverse market segments. Identified and contacted initial prospects. Prepared and delivered presentations to potential investors.

#### Company Contributions

- ▣ Developed system architecture to include application-programming interface, allowing other products (such as Salesforce.com) to work with it.
- ▣ Established high-level contacts in Europe and Asia.
- ▣ Negotiated and arranged product trial in Paris with Bougues Telecom, one of the largest wireless telecom companies in the world.
- ▣ Developed two provisional patent applications to safeguard company's intellectual property.
- ▣ Demonstrated and sold technology to international schools and foreign consulates.

- Set strategic direction and created innovative marketing campaigns for telecommunications, healthcare, and advanced software systems products.

- Founded first European market research organization for the software package industry.

- Executive-level experience working with large multi-national telecom and e-commerce organizations.

#### INNOVATIVE GROWTH PARTNERS, INC. | San Francisco, CA

*Consulting firm offering board-level business development guidance to international firms.*

**Senior Fellow** ..... 2001 - present  
Consulted on advanced science and technology projects and business strategies. Worked with executive staff, directors, and business development teams, analyzing current plans.

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## Company Contributions

- ▣ Carried out “board for hire” role for international companies.
- ▣ Developed strategy for semiconductor company offering product to remediate effect of cosmic rays on electronic chips.
- ▣ Created architecture for online advertising company, exploiting information sharing on customer choices.

KENSOFT, INC. | San Francisco, CA

*Consulting group utilizing “MetaTeam” concept to bring fast response to complex problems.*

Founder / CEO ..... 1993 - 2001

## Company Contributions

- ▣ Managed the spinoff of e-commerce division of LVMH (Louis Vuitton Luxury Group) and its merger with Paris-based Prosodie Group. Developed new corporate website and managed team handling e-commerce site with 3M visitors and 50K transactions daily.
- ▣ Developed restructuring / system improvements, and rearchitecture to a relational-based system, and performance testing that resulted in sale of Health Systems Design Corp. to Perot Systems.
- ▣ Prepared for SITA-EQUANT IPO, creating the Office of the CIO and led development of a global financial system connecting operations in 220 countries and territories.

## *Additional experience as:*

Chief Operating Officer of ExperTelligence, Inc. - Santa Barbara, CA

- Led turnaround by repositioning software product line and recapitalizing company, increasing valuation 500% in 5 years.

Founder and CEO of U3S Corporation - Los Angeles, CA

- Build processes to localize European software for U.S. Sold first French database and utility in U.S. and sold company to Thomson-Sysec.

President of CXP - Paris, France (now part of Forrester Research, Inc.)

- Founded first market research group for the software package industry. Developed international consulting working with the French Government to promote French IT technologies in Spain, Italy, the Netherlands, Romania, Gabon, Ivory Coast, Morocco, Tunisia, and Malaysia.

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## EDUCATION AND AFFILIATIONS

- ▣ Master of Business Administration (HEC School of Management - Paris, France)
- ▣ Doctorate in Economics (Paris Dauphine University - Paris, France)
- ▣ Named Commercial Counselor to the French Trade Commission (1991-1995)
- ▣ Author of various books and articles published in French and English.