

# **Donald Landwirth**

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## **SUMMARY**

- Operations executive experienced at building corporate ecosystems and taking start-ups from concept to profitability (one firm grew from zero to an 8 figure run rate in less than 1 year)
- Founder or first C-level executive of five start-ups in online consumer products, IT consulting, real estate and semiconductor sectors

## **EXPERIENCE**

### **Consulting COO | Spreaker, Inc. | San Francisco, CA | 2011 to Present**

*Mobile and Web based streaming audio and podcast services for professional and amateur broadcasters*

- Help Spreaker transition all operations from Italy to the United States
- Advisor to the CEO for establishing the US marketing and business development strategies

### **Member, Board of Directors | 4-Tell, Inc. | Portland, OR | 2011 to Present**

*4-Tell provides SAAS product recommendations for online shopping carts, POS systems and email campaigns*

- Lead investor for 4-Tell's Series A financing

### **Chief Operating Officer | Inflection, LLC | Palo Alto, CA | 2007 to 2009**

*Leading provider of web-based paid people search products with over 25MM unique visitors per month*

Joined founding team of 2 other entrepreneurs and led company from proof of concept to a profitable and sustainable organization in less than 2 years

- Built team of more than 50 full time employees in CA and NE, plus 50 full time contractors in the Ukraine, India, Canada and the US
- Created organizational architecture that maintained profitability while supporting up to 25% month over month growth each month during our first 2 years, all with no external financing
- Collaborated with the CEO on the company's product vision and developed a metric driven organization to achieve it, resulting in the launch of 4 consumer products web sites in 2 years, all profitable within 1 week of launch (Inflection receives over 25MM unique visitors per month)
- Built a multimillion dollar cash reserve in less than 2 years by negotiating favorable credit terms and drafting vendor contracts. Eliminated over \$350K in yearly professional, legal and other fees
- Established and managed finance, legal, HR, IT and facilities functions that passed independent audit making Inflection fully prepared for possible M&A opportunities
- Recruited and hired former VP Finance of Netflix, former President of Match.com, and the #2 person from LinkedIn's member support group with no recruitment costs
- Managed 3 office expansions in Palo Alto, CA plus build-out and staffing of a Member Support center in Omaha, NE in less than 18 months with no interruption of internal services

### **Chief Executive Officer | National Safe Deposit Centers, Inc. | Atherton, CA | 2004 to 2006**

*First 24/7 self service safe deposit box company. A patented venture opportunity*

Created a business model for automating traditional brick and mortar safe deposit box services by employing web-based customer management and 24/7 centralized security (U.S. Patent # 7,497,376)

- Created the financial model and structured NSDC as a sophisticated real estate tax shelter
- Conducted extensive market research utilizing Google AdWords, on-street surveys and direct response e-mail proving that at least a 1.5% general population market exists for NSDC
- Wrote specifications for NSDC's customer acquisition website and managed its development in less than 6 months; Oversaw creation of radio and print advertising; Managed development of

conceptual architectural designs and security systems; Shepherded the patent process

**Chief Operating Officer & Co-Founder | Rapport Incorporated | Mountain View, CA | 2001 to 2004**

*Fabless semiconductor company developing low power, high performance reconfigurable-logic processors*

- Acted as initial VP Engineering and established project management procedures resulting in discovery of 38 unique market opportunities for reconfigurable logic processors
- Established and directly managed the financial, legal, HR, IT and facilities functions that allowed the company to conserve venture funds during its research and development phase
- Managed two office moves in three years and saved over \$200K by purchasing lab equipment, furniture and IT assets at auction

**President | DML Associates, Inc | San Rafael, CA | 1985 to 2001**

*Bootstrapped from an independent programmer to an IT consulting company specializing in multi-year, multimillion dollar programming, database and IT infrastructure projects for large scale enterprise clients.*

Awarded major engagements from clients including Microsoft (5 yrs/multiple projects), Hewlett-Packard (13 yrs/multiple projects), Levi Strauss, Sutter Health and Informix Software. Microsoft produced a video about DML that was the kickoff presentation for their 2000 Global Summit

- Managed up to 50 employees and contractors working on up to 8 simultaneous engagements
- One of the San Francisco Business Times' Fastest Growing Private Companies in 1999 and 2000
- Established a reputation for delivering enterprise scale projects on time and on budget
- Advisor and strategic partner to CEO's, CIO's and departmental leaders at over 100 clients (ex: Developed custom CRM applications supporting enterprise operations for 3 clients, negotiated an 8 figure agreement for 1 client, deployed 10,000 desktop and notebook computers for 1 client)

**Sr. Operations Analyst./Mgr. Mktg. Information Systems | GTE Sprint | Burlingame, CA | 1984 to 1985**

*Helped Sprint become a major corporation by establishing the marketing infrastructure needed to capture large accounts during the deregulation of AT&T.*

- Established IT operations at 120 sales offices and 4 regional centers throughout the US in 24 months while Sprint's customer base was doubling every 6 months

**Sr. Noise Control Engineer | Kaiser Aluminum & Chemical | Oakland, CA | 1979 to 1983**

*Responsible for engineering noise control solutions at over 100 manufacturing sites world-wide.*

- Consultant to machinery vendors for Kaiser's \$70MM can plant modernization program
- Reduced sound levels in Kaiser's can plants to 70dBA, making these facilities the quietest in the world at that time

**EDUCATION**

**MBA | The Wharton School, University of Pennsylvania**

**BS | Purdue University, Acoustical Engineering (Major coursework in Computer Science, Electrical Engineering and Mechanical Engineering)**

**ADDITIONAL SKILLS AND INTERESTS**

**IT & Programming Skills** – Extensive experience with enterprise IT and network architecture, outsourcing and co-location evaluations. Expert with C++ and SQL. Working knowledge of Adobe CS4, Yii, PHP, XHTML and XML

**Certified Google Advertising Professional** – Expert with SEO and SEM internet marketing methodologies. Online affiliate marketer for various products and services on Commission Junction, LinkShare, PepperJam, etc.

**Teacher's Assistant, The Wharton School** – Marketing 753, New Product Development with Conjoint Analysis

**SF FBI Citizens Academy Alumni** – Participate in SWAT training exercises and community awareness efforts

**CERT Volunteer (Community Emergency Response Team)** – Selby Lane, Atherton neighborhood emergency response volunteer first responder

**Member of MENSA** – Always interested in a new intellectual challenge