


# Richard Donaldson

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## Summary

An amalgam of business, technology, innovation and leadership. Constantly seeking innovative ways to advance technology in our lives with the guiding principle laid down by Arthur C Clarke's quote "Any technology that does not appear magical is insufficiently advanced."

Spent better part of Silicon Valley career working on finding ways to make "internet plumbing" more efficient thru engineering and/or operations innovations. Have managed web scale thru micro investments, demonstrated high ROI, innovated processes & operations to drive bottom line gains, and have had pleasure of working with some really fantastic people along the way.

Started my 20+ year Silicon Valley career with Montgomery Securities as an analyst in the private equity group and then wound my way thru multiple iterations of leading innovation & teams to new thinking and disruptive business practices & operations.

Frequent speaker on business operations, innovation, technology, and strategy.

Grew up in Minnesota, lived and worked in Europe and upon receiving his B.A., packed a backpack and traveled for a few years primarily as a chef and SCUBA/Ski instructor before landing in the Bay Area.

Specialties: Strategy/Mktg - idea creation to execution, change management and "fresh-eye" perspectives, brand building, messaging, campaign design & execution, collateral development

Business Development - lead generation, contract negotiation, alliance building, cross-team communications, large rolodex, economic modeling, pitched many VC & PE firms.

Ops - systematization and integration for replication, scaling up a business, hands-on experience in wired, wireless, internet and HW development

## Experience

### VP Product Management & Marketing

Requis

May 2017 - Present (5 years 2 months +)

Founding member of Requis.. Responsible for guiding and developing the global, Requis supplychain & commerce platform along with driving brand and identity thru establishing our credentials as the leading subject matter experts in the Enterprise supply chain digitization journey.

### Member (Fellow)

Infrastructure Masons

Dec 2016 - Present (5 years 7 months +)

Member participant in Infrastructure Masons



## **Board Member & Vice President**

### **Data Center Pulse**

Oct 2008 - Apr 2017 (8 years 7 months)

DatacenterPulse (DCP) is a growing, non-profit, datacenter industry organization founded on the principles of sharing best practices amongst its exclusive membership. Founded in late 2008, DCP has quickly become an industry nexus for the explosive datacenter industry's operators and influencers. DCP's mission is to align end users and share information thereby influencing the industry to adopt energy efficiency and best practices.



## **Director Business Operations & Strategy**

### **eBay**

Jun 2012 - Mar 2017 (4 years 10 months)

Hired into brand new position within the Global Foundation Services team of eBay. Emphasis will be upon transforming the technical operations consumed by the various business units and subsidiaries of eBay into internal services inclusive of internal charge-back models, services catalogs, on boarding process engagement, all while aiding in eBay's efforts to expand internationally.

At start of 2014, services and catalog efforts were run by a new Business Operations team within Global Platform & Infrastructure team, my original position evolved into managing the operational aspects of our infrastructure supply chain, vendor operations & management, and TCO optimization for all internet infrastructure: Servers, Networking, Storage, and Software. This led to driving our "lean" infrastructure programs thru the driving up of utilization and driving down all unit costs. Has materially saved, avoided, or optimized >\$400M, which contribute directly to the bottom line profitability of ebay.

## **6 CEO & Co-Founder**

### **6connect**

Mar 2009 - Mar 2012 (3 years 1 month)

6connect is a leading developer of software tools that are focused on IPv6 mgmt. We lead with our unique and fully functional IP Address Mgr (IPAM) and is complimented by a host of network mgmt tools that can be easily added at any time - these include: DNS, DHCP, Peering, Asset Tracking and Trending/Analytics modules. Our clients are global and some of the largest networks in existence.



## **Technology Advisory Board Member**

Jan 2008 - Aug 2010 (2 years 8 months)

Member of TAB for Panorama's technology investment professionals. On going conversation about technical trends throughout the industry; vetting of potential technical investments; searching out and introducing technologies compatible to Panorama's investment funds' focus.



## **COO**

### **UnitedLayer**

Jan 2008 - Mar 2009 (1 year 3 months)

Oversaw the day to day operations of UnitedLayer. Company doubled in size during 2008 and was poised to be amongst Bay Area's Fastest growing companies for a second year running.

## **VP Sales, Marketing & Development**

### **UnitedLayer**

Jan 2006 - Dec 2007 (2 years)

Richard joined UnitedLayer Jan'06 thru the merger of ASPextra into UnitedLayer. Richard was a co-founder and managing partner of ASPextra, a leading managed services provider headquartered in the San Francisco Bay Area and servicing clients around the globe. Since joining UnitedLayer, Richard has successfully grown UnitedLayer's sales, marketing and optimized services delivery, all resulting in doubling the size of the company in all areas along with implementing many processes to help scale the business. Richard developed the "Technocratic Oath" - "We will do no technical harm" - and has set the company up to potentially double in size again in 2008.

## **Co-founder; Sales, Marketing & Strategy**

### **ASPextra**

Feb 2004 - Jan 2006 (2 years)

Richard Donaldson is a co-founder and Managing Partner of ASPextra, a leading managed services provider headquartered in the San Francisco Bay Area servicing clients around the globe. Since co-founding ASPextra with Ed Buck, Richard and Ed have built the business from the first customer to an expanding, cash-flow positive business with 100% client retention. Richard has primarily focused on business development, marketing, finance and operations since its inception.

Ask us how we can help you...[www.aspextra.net](http://www.aspextra.net)

## **Consultant**

### **r2 Advisors**

Jan 2002 - Feb 2004 (2 years 2 months)

Mission statement: Enabling businesses of all sizes to clarify their mission, quantify their business case, evangelize their value proposition and then execute their strategies in the real world

## **Director of Corporate Development**

### **SeniorSurfers**

Oct 2000 - Nov 2001 (1 year 2 months)

Mission statement: SeniorSurfers was to become the pre-eminent educational company, serving adults 55+ by training them in the use of computers, the Internet and evolving technologies. \$4M Series-A funding provided by St. Paul Venture Capital (Sept.00)

First Business Executive hire (subsequent to CEO); reporting directly to CEO (9th employee)  
Created, planned and executed all direct and indirect channel strategies  
Identified, initiated and cultivated partnership with Cable & Wireless A-Service division to mitigate the burden of IT infrastructure development vis-à-vis SurferLab deployment.  
Identified and structured deal development stage/discussions with: Large Consumer Retailers Sears and H&R Block, Workforce Development NCOA and Manpower.,

Online Content Providers eBay, Intuit and Adobe, Adult Community Developers & Managers JF Shea, Del Webb and Marriott, Washington-based Congressional leaders & Non-Profits, International Firms Japan, England & Canada,.

## Director of Business Development

### TechPlanet

Sep 1999 - Oct 2000 (1 year 2 months)

Mission statement: TechPlanet was to become the leading technology consulting company exclusively serving small business. Services include hardware and software purchase and installation, networking, and maintenance and support. Raised \$15 million in a Series B round of financing in Feb00.

Established and executed corporate strategy and associated alliances.

Worked directly with CEO, CFO, VP of Marketing and VP of Business Development.

Grew revenue from \$1M 12-month run rate to an approximate \$10M 12-month run rate in 6 months.

Identified, structured and then developed deals resulting in agreements or LOI/MOUs with:

&#61692; ISPs - Concentric, Verio, Internet Connect, etc.,

&#61692; CLECs - Northpoint, Covad, etc.,

&#61692; ASPs - Stamps.com, Mimeo.com, WebEx, etc.,

&#61692; Hardware OEMs - Gateway, Dell, Netopia, etc., and

&#61692; Content Providers - Excite@Work, smalloffice.com, etc.

## Senior Consultant

### Navigant

May 1998 - Sep 1999 (1 year 5 months)

Managed and directed segments of offices largest revenue producing case, billing over \$1M per year.

Performed multiple cost analyses, cost projections, domestic and global market analyses.

Database creation and management (MS Access).

Managed teams of up to 6 Consultants.

Other areas of active participation included: Environmental and Intellectual Property's practice development, office-wide infrastructure development/enhancement and creating outside technical training curriculums.

## Corporate Finance Analyst - Private Equity

Apr 1997 - Mar 1998 (1 year)

Analyzed and sought relationships with over 95 Venture Capital/LBO firms through direct contact and leveraging Internet-based research.

Developed relationships to leverage as Investment Banking opportunities.

Created a new Statistical Analyst position due to work generated.

## Education

### Colgate University

BA, International Relations & Economics

Jan 1989 - May 1992

Graduated in 3.5yrs with major in International Relations and a minor in Economics - spent nearly a full year abroad as a result of studying in Geneva and then staying for an extended summer internship



## The Blake School

1984 - 1988

## Licenses & Certifications



### ITIL Foundation Certificate in IT Service Management - ITIL

GR750073741RD



### Private Aircraft Pilot - Federal Aviation Administration



### Open Water Scuba Instructor - PADI

## Skills

Sales Management • Marketing Strategy • Technology Planning • Business Planning • Entrepreneurial Skills • Strategic Planning • Communication • Strategic Communications • Strategic Partnerships • Network Engineering

## Honors & Awards



### TBM Council Winner - Trailblazer Award (2015) - TBM Council - [http://](http://tbmcouncil.org/awards/finalist-ebay.html)

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Nov 2015

<http://tbmcouncil.org/awards/finalist-ebay.html> - "For 15 months eBay made data-driven decisions to integrate eBay and PayPal infrastructures into a single digital engine running \$260 billion of commerce. Using data about cost, capacity and performance they "cut through religious debates" to standardize on the best services each had to offer and rework supplier agreements, resulting in "hundreds of millions of dollars" in new efficiencies. With the announcement that PayPal would be split off, they were given just nine months to split them apart. Using their cost and KPI model they were able to accelerate planning and execution to meet deadlines for FCC filings and other agreements, all while keeping infrastructure humming during the holiday season."



### TBM Council Award - 2013 - Operational Excellence - TBM Council - 2013

Oct 2013

<http://tbmcouncil.org/awards/past-recipients.html> - Operational Excellence in tech business mgmt.