

# TOM POWLEDGE

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## TECHNOLOGY EXECUTIVE

Lead technology businesses with annual sales ranging from \$100 million to \$1+ billion. Proven ability to generate rapid, double-digit growth and achieve net margin targets. Fortune 500 background. Product strategist behind Symantec/Norton growth from \$70 million to \$1.7 billion.

## PROFESSIONAL EXPERIENCE

### TeleSign

Los Angeles, CA

*\$100+ million, privately held communications platform as a service (CPaaS) company. Trusted security partner to the world's leading websites and mobile applications. Acquired by BICS in late 2017.*

#### Chief Product Officer

2017 to 2018

Led expansion from multi-factor authentication market to adjacent CPaaS market. Managed 100-person strategy, product management, engineering, and operations team and \$25 million budget. Executive Committee member. Reported to CEO.

- Collaborated with team to refine CPaaS product roadmap. Introduced seven new products. Turned company around from stagnant revenue to organic, double-digit growth.
- Proved ability to compete in CPaaS market. Developed and delivered market/product presentation to prospective TeleSign buyers. Played key role in hitting target sale price.
- Recruited by CEO, a former Symantec colleague.

### Hewlett Packard Enterprise (HPE)

Palo Alto, CA

*\$29 billion, global, Fortune 100 provider of enterprise technology solutions, including servers, storage, networking, and consulting/support (NYSE: HPE). ArcSight business spun out to Micro Focus in late 2016.*

#### Vice President & General Manager, ArcSight

2016

Recruited to lead turnaround of ArcSight, a \$330 million security information and event management (SIEM) business unit of HPE's \$3.2 billion software segment. Managed 200-person team and \$50 million budget. Reported to SVP, Security Products Group.

- Worked with team and customers to assess business, define product roadmap, and frame business case. Navigated recommendation through HPE to approval and resource allocation.
- Developed ArcSight Investigate, a 10X faster security investigation and analytics solution that was recognized by *Security Today* as the *2017 New Product of the Year* in the *Big Data Security Analytics* and *Monitoring Solutions* categories. Revitalized ArcSight brand.

### Cisco Systems, Inc.

San Jose, CA

*\$49 billion, global, Fortune 100 provider of products, services, and integrated solutions to develop and connect networks around the world (NASDAQ: CSCO).*

#### Vice President, Managed Security Services

2015 to 2016

Managed \$20 million security services portfolio, including development of a managed services threat detection platform. Led 50-person product management, engineering, and security operations team. Reported to SVP, Security Solutions.

- Repositioned service offerings to meet customers' needs. Increased YOY revenue 50%.
- Completed managed services platform on time and within budget. Grew sales from start-up to \$15 million in twelve months.

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## Symantec

Mountain View, CA

*\$6.7 billion, Fortune 500, global leader in security, backup, and availability solutions and operator of one of the largest global threat-intelligence networks (NASDAQ: SYMC).*

### Vice President, Information Security Group

2014

Led \$1+ billion, 2,000-person, global enterprise security business (gateway security, information protection, trust services/SSL, data center security). P&L accountability. Reported to CEO.

- Introduced four new products. Increased YOY revenue 10% during period company revenue declined 3%.
- Provided stable leadership through CEO/executive leadership transition and announcement of intent to separate security and information management businesses into two companies.

### Vice President, Trust Services Business Unit

2013 to 2014

Managed \$400 million, 400-person organization — the leading global provider of SSL (Verisign) and code signing certificates. P&L accountability. Reported to SVP, Information Security Group.

- Hit plan five of six quarters. Grew revenue 5% in a mature market.
- Increased net margin 500 basis points.

### Vice President, SaaS/Cloud & SMB Business Units

2011 to 2013

Relocated to UK to lead \$300 million, 550-person SaaS/Cloud (turnaround situation) and SMB business units. P&L accountability. Reported to Group President, Cloud & SMB.

- Assessed SaaS business, improved product and delivery quality, grew YOY revenue 11%, hit financial targets, and increased net promoter score 600 basis points.
- Developed and implemented strategy to expand SMB portfolio to managed services market.

### Vice President & General Manager, PC Tools

2009 to 2011

Relocated to Australia to lead newly acquired, \$85 million, 200-person, global consumer security software company, PC Tools. P&L accountability. Reported to President, Consumer Security.

- Grew annual sales 18%+ to \$100+ million. Increased net margin 200 basis points. Met/exceeded financial targets.
- Increased employee net promoter score 2,000 basis points.

### Vice President/Senior Director/Manager/Staff, Norton Product Management

1996 to 2009

As VP, Product Management led 20-person team of Norton product managers. Reported to President, Consumer Security.

- Played key role in growing Norton brand and products from \$70 million to \$1.7 billion business over 13-year period.
- Created SaaS products, Norton 360 (*PC Magazine "Editor's Choice"*), Norton AntiVirus, and Norton Internet Security (*PC Magazine "Editor's Choice" and "Best of Year"*).
- Built strategy and business development plan to offer Norton products online through ISPs.
- Developed strategy that blocked Microsoft's entry to consumer security market.

## EDUCATION

General Management Program, Harvard Business School Executive Education, 2011

General Manager Development Program, Symantec, 2011

BA, Law & Society (with honors), University of California, Santa Barbara, 1993