

Peter Mojica

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High-Tech Senior Management Executive

CIO / CTO / President

Software Company/Division/GM, Product & Business Strategy

Software/Storage/Archival/ Engineering/Compliance/ Security/Legal Discovery/Services/Acute Health-Care/RTLS

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**High integrity energetic leader known for ability to creatively grow the bottom line Innovative thinker with extensive expertise in software technology, operations, sales, marketing & business development
Proven ability to design, build and successfully operate & grow high technology businesses**

Executive Manager, proactive and highly accomplished with solid results. Focused with a consistent record of dramatically increasing revenues and market shares for technology focused organizations, from start-ups to Fortune 500 entities. Strategic vision, with a clear sense of purpose when faced with diverse situational challenges including rapid growth and negative sales trends. Talent for identifying and resolving challenges, moving conceptual business models into growth strategies, planning and executing multi-faceted business development with launch activities designed to improve market share, gross revenue and earnings.

Strengths in:

- Corporate Vision & Strategic Planning
- Acquisitions and Integrations, Divestitures
- Venture Capital / Fund Raising
- Multi-site Operations Management
- Performance & Quality Standards
- P&L Management
- Team Leadership – Development & Mentoring
- Commercial & Customer Support
- Engineering & Software Development
- Team Building & Critical Staffing
- New Product Development, Strategy & Launches
- New Marketing Development
- Organizational Re-structuring
- Sales Channel Development
- International Partner Development
- Change Management

Selected Achievement Highlights

Strategic Planning - Launched development and sales of a new enterprise software product that generated a 1200% stock value increase in the first six quarters with total revenue reaching \$70M.

Mergers and Acquisitions - Conducted due diligence, integrated operations, and managed strategic relationships through complex banking technology transitions - Core States (largest merger in US banking history at the time), The Money Store & First Fidelity Bancorporation. Most recently: *Unify Corp strategy for acquisition of Daegis Corporation.*

Corporate Financing – Secured \$8M in (PIPE) funding for new venture within publicly traded software company. Part of team that closed \$23M in Venture Capital funding. Capitalized Software Company for 3M through intellectual property development and patent filings.

Transformational Change - took a software division without new licensing sales over the previous three year period and developed new customer base with four hundred and fifty new customers in four years. Grew division's staff from twenty to over one hundred and twenty-five, and delivered all aspects of software development, engineering, sales, pre-sales, marketing & business development.

Operations – Headed Research & Development at fourth largest bank in US with control over twenty million (\$20M) annual budget used to run and improve strategic business units of Capital Markets and Investment Banking Divisions. Built, staffed and managed worldwide merger and operations and support centers in three time zones around the globe.

New Business Start-Up - Started Financial Services Consulting and Storage Software Companies from start-up, handling all aspects of corporate structure, governance, organizational design, recruiting of technical, managerial and sales staff, and financing for corporate operations and growth.

Professional Experience

Executive-CTO/CIO BioVIGIL Systems, Ann Arbor, Michigan; 2/2011-current

BioVIGIL develops hardware and software solutions for the reduction of health-care associated infections in acute health-care settings. I am responsible for orchestrating and driving the company's product vision, innovation, device level and network technology architecture and overall strategy for all products. I manage the companies intellectual property portfolio, and devise all product positioning go to market strategies. I work very closely with large partner companies for developing joint value propositions for the market and longer term solution and revenue generating strategies. I manage teams for contract manufactures/supply chain, Industrial Design, Firmware engineers and software application developers.

Executive-VP, Product Management, Awarepoint, Inc. San Diego, CA; 4/2010-2/2011

Awarepoint is an active RFID company focused in the acute health care vertical. I served on the Advisory Board since its inception in 2007, and was recruited by the CEO to join Awarepoint in a full-time capacity to develop and lead their software product strategy. <http://www.csi1000.com/awarepoint/> Currently developing a software product and strategy for creating new lines of revenue based on new software product development.

Executive-VP, Product Management, Strategy & Business Development, AXS-One*, Inc. Rutherford, NJ; 3/2003-3/2010

Hired directly by the Board of Directors and major share-holders of AXS-One to form a new business direction. Developed an enterprise class software product line for large scale digital archiving for e-mail and unstructured content for storage optimization, compliance and legal discovery. Spear-headed the new product strategy, corporate vision & strategic direction, including, software development, software architectures, engineering, business development, marketing and overall corporate strategy for all aspects of commercial productization of multiple software products targeted at the Fortune 500 and major technology partners world-wide. Early product launch success took the company through a 1200% stock value increase within the first two years.

*AXS-One was acquired by Unify Corporation on July 1, 2010. Post acquisition focused on the firms product and M&A strategy. Executed successful acquisition of Daegis corporation.

As a direct report to AXS-One CEO:

- Developed product strategy, software engineering, platform architecture, software applications, product roadmaps, marketing & global partner strategy for enterprise software products aimed at major corporations and government for large scale electronic digital archival and records management with a focus on email, instant messaging, and other content with software applications used for supervisory review, SEC 17a-4 and NASD 3010 compliance, records management and legal discovery lines of business.
- Built and directed sales, pre-sales and professional services organizations to market sell and implement new enterprise software in the domestic US and abroad.
- Recruited technology and product management team members and drove software development process to create fully supported and shippable commercial software product in less than 6 months.
- Formed enterprise level partnerships with major software and hardware partners including OEM partners for embedded software components with Sun Microsystems, EDS, BT, EMC, NetApps, DataDomain, IBM, IBM Global Services, Sector Inc., Amerivault, FaceTime and other storage and software companies.
- Acquired first customers for new product line and coordinated with direct and partner sales teams on every major company deal both domestically and abroad.
- Closed commercial fund raising with 8M (PIPE) to provide working capital for company operations. Drove investment term sheets and closing documents with legal and accounting review.
- Secured industry recognition for company by initiating marketing strategy and PR campaigns to break into leadership positions within two Gartner categories 1) Magic Quadrant for E-Mail Active Archiving 2) IDARS-Integrated Document Archival Retrieval System. Drove brand recognition and product awareness through large scale channel partners, targeted communications, & active participation in analyst events.

Executive – Chief Solutions Architect, CreekPath Systems Inc. Longmont, CO; 2002 - 2003

Early member of the executive management team responsible for building an enterprise class storage resource management software product targeted at major corporations world-wide. Company was focused on building a heterogeneous storage resource management (SRM) software solution and developing storage related professional services throughout the world. Company was one of the most successfully funded start-ups at that point in time. CreekPath Systems was acquired by Opsware.

- Developed strategic software products and market positioning within highly competitive market for storage resource management software (SRM).
- Provided organization and leadership skills to design, build and staff the Professional Services, Sales Engineering and Operations departments in alignment with corporate business plans and goals.
- Immediately closed high-profile beta customers needed to assist in the shaping of the product, sales vision and marketability, adding and fine-tuning of product features and correcting defects needed to develop production release along with cost justification methodologies for selling into large account spaces.
- Developed major partnerships with storage vendors such as EMC, Hitachi, Brocade and McData.
- Led early product development and solutions integration within major customer base such as Lehman Brothers, Intuit, and business partners such as CSC and SUN Microsystems.
- Created the Global Services from inception including organization model, staffing plan and operational objectives.
- Recruited Global Services & Operations team to 15 members worldwide with network and storage experts that directly supported customers across the globe.
- Key executive member of team that closed 'B' round funding of \$21M.

Executive - Director Channel Development, Engineering Manager, Selectica Inc. San Jose, CA; 2000 - 2002

Selectica Inc. (NASDAQ: SLTC) is an e-commerce software manufacturer of high-performance configuration software used for selling highly complex products over the web. Selectica is one of the top ten IPO's in NASDAQ's history.

- Developed the firm's strategic channel activities, creating revenue generating practices and international business relationships with top-tier consulting firms and software company partnerships, including KPMG (High-Tech), Anderson Consulting (Health Care), and IBM GS (Health Care).
- Re-Defined the sales culture philosophy, to leverage strategic partnerships and their relationships with corporate executives to sell higher within organizations.
- Defined and developed new vertical industries for the firm, and played a significant role in defining the firms Health Insurance and Banking & Brokerage vertical.

Co-Founder, Director Consulting, Core Technology Partners, LLC Charlotte, NC; 1999 - 2000

Core Technology Partners was a Financial Services consulting company started by several former First Union Capital Markets employees. The firm opened their doors on Jan 1, 1999. I joined the firm as a principal and founder in March of 1999. My diverse scope of responsibilities included the creation and development of a 'Vendor Channel' line-of-business, technical recruitment, team development, engagement management, hands-on technical consulting, product development, direct sales and marketing.

- Developed and negotiated contractual strategic alliances, including partnerships and joint ventures with five major software companies, forming a Content Management Line-of-Business and technology practice specializing in Content Management and enterprise Storage Architectures using Workflow, E-Forms processing, Digital Archival and Storage, and Business Intelligence/Report Mining software partnerships.
- Vendor Channel billing engagements included, Goldman Sachs (NYC), SG Cowens (NYC), McKinsey Consulting (NYC), Toys-r-Us (Montvale, NJ), Deutsche Bank (NYC), Cleary, Gottlieb, Steen and Hamilton (NYC), Excel Logistics (Mechanicsburg, Pennsylvania).
- Generated over 1M in consulting billings within ten months.

Executive - VP, Research & Development, First Union National Bank-Capital Markets Charlotte, NC; 1995– 1999

Recruited from Wall Street to join First Union (now Wachovia/Wells Fargo) in Charlotte, N.C., to create and manage several IT units within the Capital Markets Technology Division. As head of Research & Development and a hands-on technology executive, my primary duty was to build and guide several highly sophisticated technology teams in conducting research and development as it applied to the Banking & Brokerage Industry.

- Directed all firm-wide standards for all hardware and software technologies.
- Developed an 'Effective Use' policy for the acquisition of new technologies for the purpose of advancement of business profitability across all Capital Markets business units.
- Divisions built and managed included: New Product Research and Development, Systems Development, NT Engineering Architecture & Design, Software Engineering and Distribution, Systems Documentation.
- Senior manager responsible for the technology acquisitions for large banking mergers and acquisitions.
- Directed merger & acquisition technology support for major banking acquisitions. Developed and managed technology merger units, responsible for affecting transition of technologies from our acquisitions, for small, medium and large-scale technology transfers.
- Organizational units managed included 150-200 full-time employees and contractors.

Managing Director, Consulting, R.C.G. Information Technology, Inc. New York, NY; 1992 - 1995

RCG Information Technology, Inc., is a global provider information technology solution with revenues of over \$300 million and 2,000 consultants. My practice specialized in systems architecture, systems integration, client server systems development, outsourced factory programming services and general technology consulting services.

- P&L responsibility over \$25mil client/server practice
- Managed over 100 staff consultants assigned within various projects and off-shore programming factories
- Clients included Nomura Securities, Chemical Bank, British Airways, Credit Suisse First Boston, Catholic Charities BMG Music Co. Merck Pharmaceuticals, AT&T, NCR.
- Sold and delivered over \$23mil in consulting services to financial services industry
- Hands-On technology & management of engagements

Various Positions

1984 – 1992

Held various senior technical management positions, software development and network engineering positions within major NYC law firms (*Herzfeld & Rubin P.C., 40 Wall St. & Sargoy, Stein and Hanft NYC*), brokerage firms (*Nomura Securities, CSFB, Chemical Bank*) and other Fortune 500 corporations (*British Airways*). Early experience included systems level software development of 4GL compilers.

Professional Affiliations

ADVISORY BOARD MEMBER

AwarePoint www.awarepoint.com (Healthcare RFID) (former)
 Xandros Corporation www.xandros.com (Linux OS) (current)
 Scalix www.scalix.com (Open Source messaging) (current)
 StarBank Private Equity Group <http://www.starbankgroup.com/company.htm> (current)

SNIA - STORAGE NETWORKING INDUSTRY ASSOCIATION

Co-Chair SNIA-Data Management Forum *100 Year Archive Committee*
 Co-Chair SNIA-Data Management Forum *Database Information Management*
 Chair SNIA-Data Management Forum *Reference Guide Committee*

SIM – SOCIETY FOR INFORMATION MANAGEMENT

Past President & Founder Charlotte Area Chapter SIM

References

References maintained on LinkedIn

<http://www.csi1000.com/docs/PeterMojica-LinkedInRecommendations.pdf>

Personal and professional reference contact information available upon request.