

VICTOR CHO

Burlingame, CA • (650) 804-9943 • victor_d_cho@msn.com • www.victorcho.info

OBJECTIVE

A CEO or General Manager position with full P&L ownership of a significant software or Internet business, division, or service.

EXECUTIVE SUMMARY

Twenty-four years of experience in software and Internet technology focused on product, marketing, and business model reinvention—with hands-on experience from start-up to scale (\$1B+)

- **CEO experience driving a holistic and multi-year turn-around effort at www.KodakGallery.com** (formerly www.Ofoto.com) that touched every aspect of a global, \$150 million dollar+, 400+ person stand-alone subsidiary with over 75M+ members—culminating in a sale to Shutterfly.
 - **Grew Intuit's web channel from \$300 million to \$1.3 billion+** by fundamentally changing the company's web strategy, organizational structure, processes, technology platforms, and more.
 - **Co-founded and scaled a software/internet technology start-up** focused on highly viral, Internet-enabled software (an Apple App Store pre-cursor). Scaled company to 500,000+ users, and 125+ countries.
 - **Seven years management experience at Microsoft Corp**, working on key Internet marketing and new business initiatives. P&L ownership of early software-as-a-service business initiatives for Bill Gates and the Executive Committee.
 - **Twelve+ years focused on reinventing consumer products and businesses across a wide range of industries**, including community (iVillage), viral application networks (ZapSpot), photo sharing (Ofoto/KodakGallery), expertise networks (AskMe), and more.
-

PROFESSIONAL WORK EXPERIENCE

KODAK IMAGING NETWORK / EASTMAN KODAK COMPANY— Emeryville, CA

2008 to 2012

CEO and President of Kodak Imaging Network (KodakGallery.com / Ofoto.com)

Vice President, General Manager, and Corporate Officer at Kodak

Responsible for driving a fundamental turn-around in what had previously been the dominant social photo-sharing site in the U.S (www.ofoto.com). Drove a wholesale refactor of a \$150 million+, 400+ employee business over four years despite significant external and internal pressures and a parent company Chapter 11.

- Pivoted the business into a more social and mobile marketing and product model resulting in a wave of innovative new product experiences (group sharing, mobile printing) across a full spectrum of devices (iOS, Android, Kindle). Achieved top 150 ranking with 1M+ downloads and 4.5 stars on the Apple App store.
- Rebuilt the entire e-commerce and application infrastructure in order to bring the business to best-in-class in terms of core e-commerce capabilities (testing, analytics, scalability, speed, etc.).
- Shifted the business into an 'agile' customer-centric development model focused on rapid, iterative development. The business was highlighted in the best-selling book: "Lean Start-up" as a result.
- Significantly reduced the operating expenses and cost structure of the business while simultaneously improving employee morale, talent, and execution.
- Sold the business to Shutterfly after running a lengthy M&A and bidding process.

INTUIT INC. — Mountain View, CA

2004 to 2008

Vice President — Web Marketing and Commerce

Responsible for all aspects of web marketing and operations for a \$3 billion software and internet company with over 100 million unique web visitors per year. Grew web channel revenue from \$300 million to \$1.3 billion+ over four years despite increasing competitive pressures from Microsoft and disruptive web-based competitors.

- Executive in charge of defining and launching next generation SaaS (software as a service) infrastructure for the company to enable recurring revenue web-based business models.

- Consolidated fragmented web resources and teams into a single functional center-of-excellence that includes: search marketing, web marketing, design, web research and analytics, program management, planning and operations, development and QA, and infrastructure (80 employees).
- Built-up an ecosystem of smaller, self-contained business-unit web teams (multiple teams, 200 employees+) that delivered key customer-facing sites like www.turbotax.com, www.quickbooks.com, and www.quicken.com.
- Standardized all technology platforms (content management, commerce systems, analytic systems, marketing systems, hosting, etc.) across the organization in order to drive efficiencies and lower costs.
- Business line owner of www.quickbase.com, Intuit's first RIA (Rich Internet Application) corporate workgroup offering (50 employees).

iVILLAGE INC. - New York, NY

2002 to 2004

Senior Vice President – Operations and Strategy

Responsible for driving a revenue model shift for the world's #1 women's community web-site from a predominantly advertising driven company to one with diversified commerce, licensing, and partner revenue streams.

- Launched and managed multiple new business lines in order to drive revenue diversification, including: *iVillage Market*, a private label e-commerce product site; *iVillage Digital Products*, an ongoing pipeline of digital for-pay products, premium services, and digital subscription offerings; and *iVillage Search*, a multi-pronged search offering that included web-search, contextually targeted search, and a differentiated search product offering for women.
- Managed and scaled multiple web properties including: www.astrology.com (#1 Astrology site, five million unique users, 100 million monthly page views, team of 25) and www.gurl.com (#1 girl's teen site, one million unique users, 40 million monthly page views, team of 11).

ZAPSPOT INC. - New York, NY

2000 to 2002

Co-Founder and President

Conceived, co-founded, and scaled a new software company focused on creating a platform for small, viral, Internet-enabled software. Successfully managed the company through ramp-up, product launch, and ramp-down during the 2000-2001 tech market crash.

- Raised \$4.2 million in Angel + committed Venture Capital funding during a declining investment market.
- Aggressively scaled company to 22 employees despite a tight hiring environment and grew the service worldwide to 3 million+ software application distributions and over 125+ countries.

MICROSOFT CORPORATION – Redmond, WA

1993 to 2000

Director of Marketing – Transpoint.com

Supervised and directed all partner and technical marketing functions for the successful nationwide launch of the www.TransPoint.com Internet Bill Payment Service. Expanded the business from less than ten partners and a handful of local markets into a broad network with over 300 billing partners and nationwide coverage.

- Managed all aspects of marketing to existing and potential business partners, including: trade shows and events, direct marketing, electronic marketing, partner web-site creation, and software development kits.
- Defined and directed all web marketing strategies and tactics, including a major site re-architecture and upgrade, reporting and analysis infrastructure, site usability and user-experience, integration with third-party web portals, and more.

Group Manager New Business Development – Interactive Media Group

Responsible for increasing the Lifetime Value (LTV) of Microsoft's thirty million+ end-user customers through the creation of a new web-based annuity service for a \$1 billion+ division. Led the successful development, deployment and marketing of this initiative under budget and on time.

- Managed \$4M+ in development funds to explore and scale new Internet and software-as-a-service business models. Delivered ongoing recommendations to Bill Gates and the Executive Committee in terms of long-term business viability. Pushed the leading edge of marketing and Internet technologies including dynamic customer profiling and segmentation, end-to-end customer tracking and mass product customization.
- Led extended team of 25+ in all aspects of strategy and execution, including web and database development, research and analysis, call center operations and fulfillment, marketing and communications, legal, accounting and finance.

Worldwide Interactive Marketing Manager – Consumer Products Division

Managed the worldwide web and digital marketing strategy for a \$500 million+ consumer products unit and successfully generated \$20 million+ in incremental sales through multiple global marketing programs and initiatives.

- Led the team responsible for development, production, and localization of worldwide electronic marketing tools and technologies in twenty+ countries and eight+ languages, including: CD-ROM samplers, interactive kiosks, interactive trial versions, interactive demos, web sites and more.
- Defined and negotiated broad marketing distribution agreements with key internal groups and external companies (ISPs, retailers, OEMs, marketing partners).

Worldwide OEM Channel Manager - Consumer Products Division

Managed 50%+ of the profits for a \$500 million division by increasing worldwide Original Equipment Manufacturer revenue from \$25 million to \$125 million+ in the midst of heightened pricing-cutting from competitive vendors through a combination of negotiations, channel pricing strategies, and partner marketing.

- Defined worldwide strategies, pricing, and licensing policies for the entire channel and managed all aspects of channel marketing, operations, and financials.
- Negotiated strategic relationships and multi-million dollar licensing deals with top multinational OEMs.

EDUCATIONAL RESOURCE ADMINISTRATIVE CENTER – Seattle, WA

1988 to 1993

Database Consultant, Analyst, and Developer

Defined, developed, and implemented multiple relational database solutions on the VAX / PDP-11 platform.

EDUCATION AND OTHER

- **WHARTON SCHOOL OF BUSINESS - University of Pennsylvania**
Graduated with honors, Magna Cum Laude - BSE: Statistics and Marketing.
- **BOARD OF DIRECTOR AND ADVISORY BOARD ROLES**
Current/past Board and Advisor roles: AskMe Corp (expertise network); Allurent (RIA marketing tools); Jawaya (social search); Mission Research (software for non-profits); ModoPayments (mobile discounts); Kenu (mobile peripherals); various Private Equity related advisory projects.
- **SPEAKING ENGAGEMENTS**
Speaker on Internet marketing and strategy. Recent speaking engagements include: Thought Leadership Summit, Frost and Sullivan Interactive Marketing Strategies, ATG Insight Live, ClickZ.
- **INDUSTRY EXPERTISE**
Connected hardware and software ecosystems; e-commerce systems and architectures; large-scale web-site operations; databases and data architectures; web and online marketing; traditional desktop development and marketing; mobile application development and marketing; personalized manufacturing.

PHILANTHROPIC PROJECTS

BIGLEAP.ORG – Millbrae, CA

2013 to present

Co-Founder

Conceived and launched a crowd-funding network that drives societal improvement through the power of crowd-funded competitions. Currently assessing the value-proposition and business model via our first crowd-funded competition (a \$10K education-focused prize to develop free-learning games for underprivileged children).