



## jeff bonforte » résumé

### highlights

Twelve years high tech experience  
 Seven years experience in management consulting to the world's largest corporations  
 Seven years technology startup experience  
 International experience in Asia, Europe, North and South America  
 Founder i-drive, formerly the web's leading online storage service  
 Raised over \$30mm in venture funding  
 As CEO of i-drive, grew company from 0 to 100+ employees and 8mm registered users  
 Honored as the "Internet Entrepreneur of the Year" by President Clinton chaired [Family Celebration](#) in April 2001  
 Named in the "30 under 30" (2000) by [VAR Business](#)  
 Extensive Internet, venture, entertainment and tech industry contacts  
 Extensive press exposure with 15+ TV appearances including 48 Hours, MSNBC, CNN, CNNFn and CBS News, 15+ radio appearances and over 150 journalist interviews resulting in over 400 articles in publications including Fortune, WSJ, USA Today, and Forbes  
 Recognized technology evangelist and pundit

### experience

#### **SIPphone, Inc.**




**President** | February 2004 - Present

*Company Description* SIPphone is a leading free VoIP startup, started by MP3.com founder, Michael Robertson. The company was founded in April 2003, with its initial service launch in August 2003.

*Job Description* Develop and execute on the company strategy in conjunction with the CEO. Complete operational responsibility and day to day management of the company.

*Accomplishments* Remade the company brand. Repositioned the company in the market. Negotiated and signed major partnerships with SingTel (Singapore) and D-Link. Represented the company on four continents with some of the world's largest telcos. Grew customer base by 20x in under 1 year. Quadrupled revenue. Doubled (and tripled) margins on all products. Recruited and hired all key employees. Revamped customer support and e-commerce systems. Managed launch of four new products.

reference: [Available upon request](#)

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#### Marketing Case Study

As the head of NIC marketing, I moved the company from a general consumer focus to an education and enterprise niche focus. old web site [removed by NIC...tracking down copy] | [my refocused site](#)

#### In the Press

[Business Week](#)  
[Wired](#)  
[Fortune Magazine](#)  
[PC World](#)  
["30 Under 30"](#)  
[more stories »](#)

#### Interesting Things

[Freely skydiver](#)  
 PADI-certified scuba diver  
[Life Abroad](#)  
 Conversational in German

#### "The Inside Story"

Next to each resume item, I have listed an option to read the "Inside Story", which provides a narrative explanation providing background and insight into each experience.

**Starbox Systems, Inc.** [inside story]**Founder** | March 2002 - Present

*Company Description* Starbox Systems designs and sells a small patented ratings device to movie, music, wine, book and software retailers. The devices allow customers to see the rating of an expert (i.e., Roger Ebert), the average rating from fellow customers and lets a customer register their vote. Major customers include Hollywood Video.

*Job Description* Primary responsibility for marketing and product development and fund raising.

*Accomplishments* Conceived of the idea. Wrote the business plan. Raised the startup capital (\$200,000). Assembled the team. Managed product development. Oversaw production in China. Managed customer pilot tests.

reference: [Robert Miller](#), President, Starbox Systems

**New Internet Computer Company** [inside story]**SVP, Marketing and Bus Dev** | July 2001 - March 2002

*Company Description* NIC was a second attempt at the Internet Computer for Oracle's founder, Larry Ellison. The company was founded with \$10mm from Larry. The company was kept small compared to his previous attempt (fewer than 30 people) and most of the engineering, manufacturing and support was outsourced. NIC sold about 60,000 computers in a year, more than all the other Internet computer startups combined.

*Job Description* Managed all business development and marketing for the startup.

*Accomplishments* Managed all business partnerships. Set and managed marketing strategy. Repositioned product and company from failing consumer strategy to vertical focus (see case study on right). Built partnerships with software vendors to bundle hardware with ASP solutions, doubling product margins for NIC. Negotiated logistics deal with Ingram Micro Logistics reducing domestic logistic costs by 15% and international costs by 40%. Assisted in fundraising and expanding company into Latin American market. Redesigned all offline and online marketing (samples and case studies available). Closed deals with Epson (printers), BEI (education software bundles), Tiger Direct (catalog sales) and killed many bad bus dev deals negotiated before I arrived. Helped negotiate sale to HUD. Wrote a white paper on the total cost of ownership of the NIC in the Enterprise versus the PC.

reference: [Gina Smith](#), Former-CEO, NIC

**Corporate Venture Consulting** [inside story]**President** | December 2000 - August 2001

*Description* Assisted tech startups in strategy, marketing, PR, and corporate and business development. Hired by boards or senior management to assist particularly with corporate development issues in tight capital market. Primary Client: Sony Entertainments 550 Digital Media Ventures.

*Accomplishments* Helped Sony Music's ventures group focus and sell portfolio companies. The majority of work was for Kick.com. Helped a

**HTML & CSS**

I code HTML and CSS (plus the graphics, video and photo work). Here are some sites I have built "on the side".

[First Tuesday Zurich](#)  
(prototype)

[Starbox Systems](#)

[Prewitt Properties](#)

[Oliver Lange](#)

[A Better Hotel](#)

[Erwin Windmuller](#)

this site and many more

number of startups seeking funding, rewriting business plans and investor presentations.

reference: [Matthew Skyrn](#), Former-CEO, Kick.com (now part of Sony)

#### **i-drive.com** [inside story]

**Chairman and Founder** | June 2000 - January 2001

**CEO and Founder** | August 1998 - June 2000

*Company Description* Steve Jobs, CEO of Apple Computer recognized i-drive in a NY keynote addresses as, "the leader in online file storage" at his NY MacWorld keynote address. i-drive received 10mm+ unique monthly visitors and 250mm+ monthly pageviews. i-drive's software service was licensed by over 40 major universities including UCLA, UCI, UCB, Wake Forest, Case Western Reserve University, and George Mason University. i-drive signed the largest wireless storage deal with Access (Japan).

*Job Description* 30% of time spent on fundraising. 30% managing business development, marketing, PR and sales for 18 months. 15% managing the corporation. 5% managing the investors and board. 15% setting strategic direction of the company. 5% evangelizing the company and the industry.

*Accomplishments* Conceived idea. Wrote business plan. Built team. Raised over \$30mm in three rounds of funding from leading investors and corporations including Draper Fisher Jurvetson, Infinity Capital, Global Retail Partners, Partners Group (Switzerland), Hikari Tsushin (Japan), Philips Electronics, EMC and ZDNet. Built team from 1 to 100. Led the acquisition of The Digs, Inc. Took i-drive from zero to 8mm+ registered users, storing over one petabyte of logical file storage or over 50mm files. Led i-drive to become the number one download site, the number one music download site, the number two photo site, the number one desktop document storage site, the number three college site (Nielsen Ratings), top ten site for 18-24 (Media Metrix), Upside's Showcase "Audience Pick", Fortune Magazine's "Three Technologies to Watch" and CNet's "Top Five Applications on the Web". Spent less than \$300,000 in marketing.

As CEO, recognized as the Internet Entrepreneur of the Year by an organization chaired by President Clinton. Invited to the White House twice to meet with President Clinton. Gathered more press coverage than all 30+ competitors, combined. Gathered the largest user base in the industry spending less than \$1 for every \$100 our largest competitor spent in marketing. Conceived of and built successful University Consortium.

reference: [Rich MacAlmon](#), CEO, MarbleLogic [angel investor/co-founder]

#### **Bonforte Consulting** [inside story]

**President** | January 1996 - August 1998

*Description* Benchmarking and reengineering services to Fortune 500. Specialize in service delivery and support for corporate IT. Clients include Cinergy, Equifax, CSC, and Marathon Oil. Billed over \$1mm annually.

*Accomplishments* Launched private consulting firm at 23. After first year, ran 97% profit margin and 140% billable for 24 months. Reengineered IT support and procurement large corporations.

reference: [George Westin](#), [retired] VP IT, Cinergy

May 2002 - July 2003 [europe]

*Description* Entrepreneur in Residence to Partners Group (Zug, Switzerland) and consultant to First Tuesday Zurich and its clients (Swisscom, AXPO, IBM, Cisco).

*Accomplishments* Assisted client in numerous consulting engagements and redesigned all brand and marketing for the firm. Managed and completed web site redesign and launch.

reference: [Susan Kish](#), CEO, First Tuesday Zurich

**Verity Consulting** [inside story]

**Senior Consultant** | June 1993 - December 1996

*Company Description* Specialized in benchmarking customer service and IT services for Global 1000. Conducted business around the world for clients such as Siemens, Ford, Intel, AT&T Boeing, Kodak, Ryder, Chase, Fujitsu, Philips and Aerospatiale/Airbus. Verity was acquired by MetaGroup in 1997.

*Accomplishments* Leader in sales and managed work for the firm. Fastest promoted consultant in the firm history (the only non-MBA executive in the firms history). Salary tripled in first 12 months. Designed, sold and managed the firms two largest initiatives accounting for over 60% of the firm's revenue. Helped launch the European office (London). Completed projects in Japan and across Europe.

reference: [Tom Cramer](#), Director IT Operations, Stanford University

## education

**University California, Los Angeles** [inside story]

**BA, Classical Civilizations** | Graduated June 1993

*Accomplishments* Departmental Honors. UCLA College of Honors member. Magna cum Laude. Graduated in 3 years. Top 3% of class (3.8 GPA).

reference: [Prof. Robert Gurval](#), Professor, Department of Classics

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