Contact

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(LinkedIn)

Top Skills

Marketing
Business Alliances
Enterprise Software

Languages

English

Certifications

APICS

Publications

The Data Virtualization Gold
Standard

Data Virtualization: Going Beyond
Traditional Data Integration to
Achieve Business Agility

Cisco Analytics and Automation Blog

Robert Eve

Senior Data Management Strategist, Thought Leadership and Digital
Content Executive
Fremont, California

Summary

As a CMO, I have successfully guided two B2B enterprise software
category builds (Data Virtualization and IT Governance) resulting in
10x revenue growth and 9-figure valuation exits.

These days I combine executive-level Marketing, Bus Dev, and
Product Development skills with data management domain expertise
to guide data management strategy for TIBCO customers and
partners.

Lauded as a strong people leader managing 100+ person
organizations and $200M budgets, I provide the planning, coaching,
and follow-through that ensures high-performance teams.

Experience

TIBCO Software Inc.
Senior Data Management Strategist, Thought Leadership & Digital
Content Executive
November 2017 - Present (2 years 8 months)
Palo Alto, California

Develops and communicates next-generation data management strategies
and points of view. Provides guidance that helps TIBCO customers tap the
power of data to innovate, collaborate and grow. Collaborates with TIBCO
customers, partners, analysts, and employees. Publishes white papers,
articles, and blogs. Speaks at industry events. Also leads TIBCO's global
Thought Leadership and Digital Content organizations.

Cisco
Director, Data and Analytics Software
August 2013 - October 2017 (4 years 3 months)
San Jose, CA

Led marketing strategy, go-to-market initiatives, thought leadership, product marketing, analyst relations and evangelism for Cisco's Data Management offerings.

- Doubled Data Virtualization revenue.
- Launched Cisco Data Preparation.
- Expanded Customer Advisory Community program and membership ten-fold.
- Improved Cisco position in Gartner Data Integration MQs and Forrester Data Virtualization Waves.
- Sold Data Virtualization business to TIBCO in 2017.

Composite Software
Executive Vice President, Marketing
June 2006 - August 2013 (7 years 3 months)
San Mateo, CA

Led marketing and inside sales at $180M enterprise middleware firm acquired by Cisco in 2013. Reported to CEO. Headcount: 12
• Grew annual revenue from $6M to $40M.
• Established Data Virtualization category. Positioned Composite as category leader.
• Co-authored first book on data virtualization - Data Virtualization: Going Beyond Traditional Data Integration to Achieve Business Agility.
• Grew lead generation at Global 2000 to 12000 leads, 1000 meetings and 200 opportunities per year.
• Re-branded company, redesigned website and implemented social media programs.
• Developed 60+ analyst relationships. Included as Visionary in Gartner Data Integration MQ and Leader in Forrester Data Virtualization Wave.
• Drove media placements to 100+ per year (personally authored 40+). Authored 60+ blogs annually.
• Created voice of customer program delivering 40+ sales ROIs and 50+ PR placements per year.

Right Hemisphere
Vice President, Marketing
November 2004 - June 2006 (1 year 8 months)
Fremont, CA

Led marketing at $8M visual product information software company. Reported to CEO. Headcount: 8
• Grew bookings by 90% in first year.

• Analyzed market, repositioned company and category and defined new go-to-market strategy.

• Helped secure $12M Series B funding from Sequoia Capital, Sutter Hill and NVIDIA.

Mercury
Vice President, Market Development
September 2003 - February 2004 (6 months)
Sunnyvale, CA

Led product marketing for ERP/CRM, J2EE/.NET and EMEA lines of business. Managed competitive intelligence and pricing. Reported to SVP Products. Headcount: 14

• Established new functions including EMEA product marketing, competitive intelligence and pricing.

• Guided integration and repositioning of Kintana into IT Governance Business Unit.

• Left company upon successful completion of Kintana acquisition transition.

Kintana (Acquired by Mercury in Aug 2003)
4 years

Vice President, Marketing
January 2002 - August 2003 (1 year 8 months)
Sunnyvale, CA

Led marketing, product management and software alliances at Kintana, a $50M revenue IT Governance software company, acquired by Mercury in August 2003 for $225M. Reported to CEO. Headcount: 12

• Established IT Governance category. Positioned Kintana as first mover and category leader.

• Developed go-to-market strategies and execution that delivered growth and operating profitability during 2002/3 IT recession.

• Provided introductions and strategic analyses leading to Kintana's acquisition by Mercury (4.5X revenue).

Vice President, Business Development and Alliances
September 1999 - January 2002 (2 years 5 months)
Sunnyvale, CA

Led business development and alliances. Reported to CEO. Headcount: 13

• Grew ASP from $100K to $300K by adopting industry-based strategy.

• Developed SAP, PeopleSoft, and Siebel segments (60% of revenue within nine months).

• Built Accenture, Andersen, CSC, Deloitte and KPMG relationships influencing 40% of revenue.
• Teamed with BEA, Oracle, PeopleSoft, SAP and Siebel to engineer and certify 13 integrations.

PeopleSoft
10 years 8 months

Vice President, Alliances
July 1998 - September 1999 (1 year 3 months)
Pleasanton, CA

Led PeopleSoft Alliances worldwide (300+ partners). Functions included influence & resale revenue, partner strategy & management, partner marketing and performance & integration engineering. Reported to SVP Worldwide Operations. Headcount: 100+
• Delivered $30M in OEM resale revenue (Oracle, Cognos, SeeBeyond, BEA Systems, etc.).
• Re-engineered strategy, organization and processes improving sales support while reducing staff by 35%.
• Launched PeopleSoft Certified Partner initiative (eight certification categories).

Vice President, Applications and Decision Support Technology Alliances
February 1998 - July 1998 (6 months)
Redwood Shores, CA

Led Applications, Decision Support and Data Warehousing ISV alliance programs. Functions included recruitment, integration engineering, marketing and program management. Headcount: 35
• Established new program for Decision Support and Data Warehousing based on CAI program success.

Director, CAI Program
June 1995 - February 1998 (2 years 9 months)
Redwood Shores, CA

Led CAI program worldwide enabling ISV partners to integrate and go to market with Oracle Applications. Functions included recruiting, integration engineering, marketing and program management. Headcount: 35
• Set partnering strategy and recruited over 125 new partners.
• Delivered over 175 certified integrations (1 per week in FY1997, 2 per week in FY1998).
• Billed over $1M in integration engineering consulting revenue annually.

• Selected for President's Club (Top 1%).

Director, Production Management Applications
February 1989 - June 1995 (6 years 5 months)
Redwood Shores, CA

Directed marketing and engineering for Oracle Work in Process, Cost Management and Quality applications. PM functions included product strategy and specification, collateral development and sales enablement. Engineering functions included design, coding, testing, packaging and support. Headcount: 35
• First Product Manager for Oracle Manufacturing suite. Promoted to director in 1993.
• Designed, developed and delivered five releases.
• Led first implementation of Oracle Manufacturing at Sequent.

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Education

MIT Sloan School of Management
MS, Management · (1982 - 1984)

University of California, Berkeley
BS, Business Administration · (1979)