

# Emre Kulali

Menlo Park, CA (408) 807- 4529 emre.kulali@gmail.com [www.linkedin.com/in/emrekulali](http://www.linkedin.com/in/emrekulali)

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## **Start-Up Executive**

*Take charge, entrepreneurial executive with keen abilities to analyze, assess and understand emerging technologies and processes to conceive breakthrough visions and strategies that create new market opportunities.*

*Customer focused leader who brings the best technical skills, resources and practices to bear in order to address market needs, that solve relevant problems and result in great products, services and solutions.*

*A perpetually curious, inquisitive and insatiable seeker of knowledge who turns learnings into well founded and articulated strategies, plans and action.*

*Dedicated to changing how things can be done better, faster and and more efficiently.*

### **05 / 2011 – Present      Power Assure – [www.powerassure.com](http://www.powerassure.com) Data Center Energy & Infrastructure Management Santa Clara, California Director of Marketing**

- Supported and managed the process for Series-B financing of \$13.5M
- Responsible for \$1M marketing budget and 20% cost reduction, direct report to CEO
- Updates BOD quarterly and evaluates marketing activities using ROI, productivity and performance metrics
- Gartner Cool Vendor (2011, 2013), Red Herring Global 100, CRN Emerging Vendors 2013, AlwaysOn Going Green Global 200
- Vendor management for collateral development (whitepapers, press releases, byline articles, blogs), PR, thought leadership campaigns and company web site
- Managed market research firms including yearly contract negotiations and analyst calls. Maximized analyst engagement in order to maintain and increase brand awareness.
- Selected events, speaking engagements and tradeshow and planned company participation
- Managed partner on-boarding and joint marketing efforts.
- Developed channel enablement plan and materials for major channel partners
- Implemented companywide social media plan dramatically increasing visibility metrics – combining Facebook, LinkedIn, Google+, Twitter and YouTube on HootSuite. -
- Co-authored two provisional patents: Dynamic Power Management for Data Centers, Pre-Cooling for Data Centers

### **05 / 2009 – 05 / 2013      Volta Energy - [www.voltanrg.com](http://www.voltanrg.com) Cloud Based Energy Management Sunnyvale, California Co-founder**

- Secured seed round of financing for Volta.
- Managed due diligence process and negotiated term sheet with a venture backed company for a proposed M&A transaction.
- Selected as one of the top three Most Innovative Start-Ups at PlugAndPlayTechCenter Collaboration Track by angel investors and partners from Silicon Valley VC community.
- Established methodology to analyze power consumption of a commercial facility whose implementation resulted in a \$35K rebate.
- Pitched over 45 VC and angel investors.
- Secured endorsements from Lawrence Berkeley Labs and EPRI for Adaptive Power Management Platform.
- Secured initial beta sites and enterprise customers.
- Selected IP counsel and filed Patent Application for the Adaptive Power Management Platform.
- Selected corporate counsel for preparation and review of term sheets, incorporation documents, bylaws, agreements (employment, consulting, non-disclosure, non-circumvention, stock purchase)

**10 / 2010 – 03 / 2011**      **Racktivity – [www.racktivity.com](http://www.racktivity.com)**  
**Energy & Uptime Management for Datacenters**  
**Redwood City, California**  
***Product Manager (Consultant)***

- Discussed, reviewed and selected product features and functions with R&D and the executive team.
- Developed web site content and marketing collaterals.
- Authored a white paper: **Applying Power Delivery Network Design Principles of Processors to the Data Center**
- Initiated value-add partner relationships and generated qualified customers leads.
- Managed contract manufacturer relationships and the UL certification process.

**09 / 2004 – 04 / 2009**      **Apache Design Solutions - acq. by NASDAQ:ANSS**  
**Power, Noise and Reliability Solutions for Chip-Package-System**  
**San Jose, California**  
***Area Technical Manager***

- Managed key accounts: Intel, AMD - (ATI), Cisco, Samsung, Toshiba, Qualcomm, Broadcom, Azul Systems, Raza Micro. During tenure team grew year over year revenues by an average of 200% annually.
- Prepared presales technical presentations, demos, and evaluation / benchmarking of Apache's Power Integrity tools; which involve complex IC design methodology and circuit applications.
- Provided and managed post-sales technical support to ensure customer satisfaction and retention.
- Structured customer requirements definition and feedback process from customer engagement activities to augment and support R&D and Product Marketing.
- Worked closely with management to identify and prioritize strategic opportunities and winning sales strategies.
- Co-authored a published paper: [http://www.apache-da.com/system/files/CPM\\_EPEP07.pdf](http://www.apache-da.com/system/files/CPM_EPEP07.pdf)
- Maximized system performance on NAS, SAN, Fibre Channel and RAID systems.

**06 / 2002 – 08 / 2004**      **Oea International**  
**Morgan Hill, California**  
***Field Application Engineer***

- Managed technical programs for key accounts: Qualcomm, TI, Analog Devices, Zarlink, Artisan

**02 / 2001 – 04 / 2002**      **CoWare - acq. by NASDAQ:SNPS**  
**Santa Clara, California**  
***Senior Software Engineer***

- Developed high performance SystemC simulator for hardware and software co-design of large SoC's.

**06 / 1997 - 02 / 2001**      **Oea International**  
**Santa Clara, California**  
***Software Engineer***

- Developed 3-D mathematical modeling and E&M simulation software for VLSI circuits.

## **EDUCATION**

**Masters of Science in Engineering Management**  
06 / 2007 Santa Clara University – Santa Clara, California

**Bachelor of Science – Major in Physics and Minor in Mathematics**  
06 / 1997 Saint Lawrence University - Canton, New York

**Continuing Education – M&A, LBO and Business Valuation**  
10 / 2007 Investment Banking Institute - San Francisco, California