

# RUTH CAVAGNARO

## OBJECTIVE

To integrate my cumulative life and work experiences to create, support or sustain an organization's business development model for success and growth.

## PROFILE

Goal-oriented professional fostering uncompromising teams, relevant partners and strategic customer relationships. Positions in Finance, Business Development, Sales and Territory Management spanning a 20-year career. Proven experience and acumen establishing partnerships and articulating complex technologies and concepts in understandable terms and language.

## EXPERIENCE

### **SALAS O'BRIEN** SAN JOSE, CALIFORNIA 2008 TO MAY, 2011

An Engineering firm designing mechanical, electrical and telecommunications systems dedicated to sustainability and energy. The position began as the management of the marketing and production department and evolved to include sales and business development responsibilities. This role utilizes a number of skills to contact decision makers in appropriate markets, identify opportunities, discuss the firm's capabilities, assemble teams, closing proposed projects and the delivery of comprehensive engineering reports to clients.

#### DIRECTOR, BUSINESS DEVELOPMENT - PRESENT

- identification, research and submission of numerous proposals, to agencies including the California Energy Commission for American Recovery & Reinvestment Act (Stimulus) funds.
- Closing of projects with UC Davis Health Systems, County of Contra Costa and the City of Sacramento
- Lead efforts to leverage partnerships to collaborate proposals for comprehensive projects with Architectural, and Engineering firms.
- Creation, USPUO Trademark and Launch of Carbon Scout, a new service providing carbon and energy measurement services. Created program and content of client reports
- Creation and maintenance of the company's first and current Forecast Sales Report and first Sales & Marketing Plan to identify markets, trends, and tactics to increase revenue.

#### MARKETING MANAGER 2008 TO 2010

- The firm's acceptance as an Energy Efficiency Verifier with the Chicago Climate Exchange, one of 20 nationally and the only Verifier headquartered in the San Jose/Silicon Valley.
- Implementation of the firm's revised branding, including: New Web site with over 60 pages of content, new logo and colors to replace 30-year old themes with all documentation (including proposals, reports, letterhead, presentation, business cards, etc.)

## **CHORUSWARE, INC. SAN JOSE, CALIFORNIA 2005 TO 2008**

### **FOUNDER**

ChorusWare, a healthcare IT company that integrated healthcare systems and applications targeted to medical practices, clinics and hospitals. The role focused on developing all aspects of the company's infrastructure including its product, go-to-market strategy, sales and business development.

Key milestones and accomplishments included:

- Demonstrated persuasive skills to drive opportunities, establish relationships and close new accounts.
- Attracted Advisory Board and Directors, among them accomplished executives and company founders from Oracle, Matisse Software and Sutter Health.
- Articulated a complex, technical product into understandable, business language.
- Established consulting partnerships with the cofounder of HL7 3.0 and the former CIO of the Veteran's administration Western Region.
- Identified specific market needs and created business plan to execute on sales.
- Researched and submitted complex documentation for a Federal Grant (Veteran's Affairs & US Army).
- Managed and worked with the team to approach and close with 'C' level and executive levels.
- Created sales materials; managed creation of product demonstration for customer presentations.
- Planned, designed and presented fund raising strategies and materials to investors.
- Directed company's messaging and market presence through website, webinars, white papers, data sheets, ROI tools and sales collateral.
- Guided company through trademark registration and provisional patent filing with USPTO.

## **VERSANT CORPORATION, FREMONT, CALIFORNIA 1997-2004**

### **REGIONAL DIRECTOR - ASIA PACIFIC/LATIN AMERICA (SALES, OPERATIONS AND P&L RESPONSIBILITIES)**

With an Object Database System (ODBMS) as primary product, the position of Regional Director was to increase sales and support channel partners, agents and distributors in Hong Kong, Japan, Korea, Australia and Mexico.

The role also included the world-wide introduction to Versant's newly acquired technology, an integration platform for manufacturing (process automation) and security applications. This required the development and maintenance of relationships between Versant and its partners, Rockwell International and SAP. Key accomplishments:

- Returning area to profitability, with margins of 40% to 43%.
- Addition of four new distribution channels in the regions.
- Increased revenue by 62% in FY 2002.

### **MANAGER BUSINESS DEVELOPMENT**

Managed strategic partner relationships with the Application Server vendors, IBM and BEA. During this period Versant achieved 'premier' partner status with IBM by reaching 275% of quota through wins with customers including France Telecom, The County of Orange and MCI/Worldcom.

Oversaw the audit of every customer in Versant's history to ensure up-to-date licensing and support to bring in much needed revenue.

## REGIONAL SALES MANAGER

Sales region of California, Nevada and Arizona. Key wins included TRW, Buzzeo, Fireman's Fund and HealthObjects. Major accomplishments:

- First Versant salesperson to win a key project at Boeing for National Missile Defense.
- Government Contractors; McDonnell Douglas, Raytheon, LLNL, Evans & Sutherland
- First sale of Versant's integration product with BEA WebLogic.
- President's Club Award, 1997.

## PARCPLACE DIGITALK SUNNYVALE, CALIFORNIA, 1996 TO 1997

### SALES REPRESENTATIVE

Prospected leads, qualified new opportunities and closed new accounts for the Pacific Northwest and Western Canada.

## EDUCATION

AA Liberal Arts, Mission College, Santa Clara, California

## PROFESSIONAL TRAINING

Dun & Bradstreet Sales training course, Solution Selling course, Object database training series

Zweig White Project Management Training

## MEDIA ACTIVITIES & TRADE SHOWS

JavaOne, WebSphere Conference, Japanese External Trade Organization (JETRO)

Created two page advertisement for Chinese Magazine

## COMPUTER SKILLS

MS Office (PC & MAC) and a variety of database and accounting software packages

## COMPANY ACTIVITIES

Member, BOMA (Building Owners and Managers Association) Silicon Valley - Energy Efficiency Committee.

Member, IFMA (International Facilities Managers Association) - Silicon Valley

Mentor, ACE - Mentoring high school students interested in the field of engineering and construction

Astia - ChorusWare was a Portfolio Company in Astia (formerly known as 'The Women's Technology Cluster) - a business accelerator for women-led companies. Activities included monthly CEO gatherings to develop CEO talent and overall company operations. Achieved presenting company status at the venture conference, October 2007.

Presenting company, VatorTV.

Panelist with the Fountain Blue Group, July, 2007.

## PERSONAL INTERESTS

Board Member, S/HPNA (Shasta Hanchett Park Neighborhood Association), Treasurer - The group represents the membership to city council, county supervisors and other government agencies.

Yoga, hiking, camping and running

## REFERRALS

Excellent referrals available upon request.