



Marketing | Finance | Software

## Clyde Sanadi – Biography

**Clyde's marketing, finance and software** experience includes seven years as a developer of accounting, financial and scientific software, eight years at Wang Labs where he held a wide range of software marketing, channels and business development positions, five years coaching entrepreneurs in marketing and finance at USF, three years as a sell-side technology M&A broker and three years in software product marketing at Treev/Ceyoniq.

**Treev (Metavante) • Ceyoniq AG (1999-2002)** Clyde led the introduction of German-developed ERP/CRM/E-mail archiving and taxonomy solutions for SAP, Oracle, Siebel, Lotus Notes and Microsoft Exchange to North America. He pioneered a low-cost electronic marketing program, achieved market acceptance in SAP user base for a new brand (Ceyoniq), against a dominant (70% market share) vendor (IXOS), delivering 950 informed contacts to the sales pipeline, representing \$18.5M in forecasted revenue from 85 prospects, in just 9 months.

While leading ERP/CRM marketing, Clyde packaged and priced solutions, trained the sales force, led proposal development, briefed industry analysts including AMR, Meta, Tower, Gartner and Forrester, developed collateral and presentations, and led trade show participation at SAP TechEd, ASUG, Sapphire, Siebel User Week, CeBIT, Oracle Apps World, OAUG (#1 lead producing vendor), Mortgage Bankers Association and AIIM.

Clyde also led Treev into the mortgage industry as Treev acquired the MortgageVision product line from Siemens, to complement existing deposit, loan, imaging and report software for banks and credit unions.

**Windward Group (1996-1999)** Clyde was a sell-side M&A broker in Boston, where he advised private technology firms in \$200M in transactions, primarily with public acquirers and venture capital firms. He advised EraSoft, a 16-month old, 12-person Y2K software vendor with \$50K in revenue, resulting in a \$25M acquisition by ViaSoft, in an intense competition with Platinum and IMR Global. Clyde created a highly competitive environment at the CEO/SVP level between Beta Systems, Sterling, EMC, Computer Associates, Platinum and Legato that resulted in a \$20M cash offer for HARBOR Systems, a \$3.5M storage management software vendor.

Other M&A clients included newspaper circulation, real-time data-driven Java graphics, Oracle Automotive EDI, process control middleware, network management, mobile data terminal, oil-well pump optimization, warehouse logistics, digital stock image, order management, production scheduling, and fiber optics vendors.

Clyde was engaged by IBM/Lotus to coach their software partners in marketing, and led development and delivery of a 17-city workshop program to marketing directors of 750+ Lotus business partners.

Additionally, he delivered keynote addresses at Microsoft Fusion and Licensing Executives Society (LES) annual conventions on how to negotiate and structure strategic alliance agreements and develop effective business plans.

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## Clyde Sanadi (cont)

**USF Small Business Development Center (1990-1995)** as a member of the Business School faculty, Clyde coached and taught 1,000+ entrepreneurs in finance, SBA loans, acquisition, franchising, accounting software, marketing, taxes and business plans, and led 500+ workshops and seminars, at the top SBDC in the nation.

While at USF, he founded Dolphin Labware with a biochemist, raised \$225K in a private placement, branded the technology, and negotiated patent licensing terms with BD Biosciences, a \$6.3B medical technology vendor in an agreement valued at \$3.2M. Clyde was also on the board of directors of MediaMap, a marketing automation and technology media/analyst research firm serving PR agencies, from start-up to Inc. 500 recognition.

**Wang Labs (1982-1989)** Clyde was marketing manager for Peachtree Software as Wang led in office automation against IBM, as the PC industry emerged. Clyde negotiated and managed strategic alliances with leading software vendors including Microsoft, Informix, Software Arts, Borland, Attachmate, SPSS, Oracle, SAS, Symantec, Caelus, Computron and MCBA. He marketed vendor software to direct and partner channels, identified a \$100M annual market, authored the business plan, secured \$2.3M in budget, and led Wang's entry into this space.

As a product marketing manager, Clyde presented desktop strategy to Wang's national accounts, drove product requirements for major bids and opportunities, rolled out graphics, imaging, and business intelligence products. He recruited over 500 PC software vendors at COMDEX as part of a small team, sourced 25+ software products from ISVs, built a \$15M revenue stream, and managed marketing relationships with data base, manufacturing, sales force automation, system tools and accounting software vendors.

**Software Developer (1974-1982)** at Mann Data, the top mini-computer software vendor in New England, Clyde launched a line of CASE tools for IBM's mid-range systems, developed sales collateral, managed public relations and advertising firms, and sold 25 systems nationally. Clyde sold custom software, MAPICS modifications and ERP/CRM applications from Software International and Berkus Systems to manufacturers, wholesale distributors and hotels running on IBM, Pick, DEC, Basic Four, Wang, Prime and Data General platforms.

As a programmer at Mann Data, Clyde developed and implemented accounting, manufacturing, and wholesale distribution systems at Polaroid, Timberland, Rockport, Esselte, Griffin Greenhouse and F.W. Webb. During this time, he also held software development positions at Brown Shoe and Commercial Union Insurance.

**Programmer (1968-1970)** at Boston Biomedical Research Institute and Schepens Eye Research Institute, he wrote scientific and statistical programs, taught Basic to Fortran programming staff and assisted in the development of fund raising and patient history applications, as a high school student.

**Education, certification and affiliations** Clyde has a B.A. in Psychology with concentrations in computer science and math from Kalamazoo College in Michigan, and an MBA with honors from Boston University. Additionally, Clyde has completed several advanced tax training programs from H&R Block, and earned a Certified Business Analyst certificate as a Small Business Counselor at USF.

Clyde is a member of the Temple Terrace Chamber of Commerce, Indo-US Chamber of Commerce, American Sail Training Association, Tampa Bay Technology Forum, and Association for Information and Image Management (AIIM).

Originally from Boston, Clyde has lived in the Tampa area since 1989, and is passionate about software, sailing ships and Latin music.



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