

Tom Kosnik, Fenwick and West Consulting Professor, Stanford Technology Ventures Program

Stanford Work Phone (650) 723-2973

iPhone: (650) 450-3330

E-mail: kosnik@stanford.edu

Home FAX: (650) 592-2927

Academic Experience

- 1990-Present ***Fenwick and West Consulting Professor, Stanford Technology Ventures Program.*** Teaching: Global Entrepreneurial Marketing; Technology Entrepreneurship; and New Venture Creation. Research: 1) Circles of Influence; 2) Global Entrepreneurial Marketing; 3) Negotiating the Triple Chasms of Generation, Gender and Culture; 4) Managing Green Global Products, Projects, and Partnerships; and 5) Designing Systems that Summon the Spirit.
- 2001-Present ***Executive Advisor, NUS Entrepreneurship Centre (2007-Present), Adjunct Professor, National University of Singapore (2001-2006).*** Teach students in the NUS Silicon Valley College program. Industry Focus: ICT; wireless; digital entertainment; clean water & energy.
- 1994-97 ***Visiting Associate Professor, Harvard Business School.*** Taught MBAs Marketing; Business Marketing; Entrepreneurial Marketing.
- 1990-93 ***Lecturer, Stanford Graduate School of Business.*** Taught MBAs and Stanford Sloan Program Marketing Management and Japanese Marketing.
- 1985-89 ***Assistant Professor, Harvard Business School.*** Taught MBAs Marketing, and an elective on global marketing in Harvard's Program for Management Development (PMD).
- 1977-78 ***Research Associate, IMEDE Management Development Institute, Lausanne, Switzerland.*** Conducted field research. Wrote international business cases and articles.

Industry Experience

- 1981-Present ***Player/coach:*** Help business and government leaders to: 1) create real-time learning programs for employees, customers, and channel partners; 2) diagnose attractiveness of evolving country/markets; 3) dynamically position products, services, locations, and brands; 4) accelerate growth across a global network; 5) execute global sales and marketing campaigns; 6) negotiate across the chasms of generation, gender and culture; 7) manage green global products, projects, and partnerships; 8) attract, retain, and motivate talent; 9) measure the impact of a new venture on shareholders, customers, the community, and the environment; and 10) Raise money.
- 1978-80 ***Project/Account Manager, American Management Systems.*** Designed IT systems. Sold systems integration services. Managed projects and client relationships. Helped clients develop systems strategy, design software, evaluate and purchase hardware and software, manage relationships with technology vendors, and implement enterprise systems.
- 1972-75 ***Infantry Officer, U.S. Marine Corps.*** Platoon Honor Graduate, The Basic School. Led a 90-Marine mortar platoon in Asia. Taught leadership, military subjects, and led several platoons at Marine Officer Candidates' School. Prior to the USMC, was anti-war demonstrator.

Education

- 1980-85 ***Ph.D., Stanford Graduate School of Business.*** Focus: Marketing of technology-based products and services. Researched how firms select short lists of software suppliers.
- Summer of 1977 ***Graduate Fellow, Center for Creative Leadership (CCL).*** Completed CCL's Leadership Development Program. Designed an executive performance appraisal system.
- 1975-77 ***MBA, University of Virginia.*** Earned Shermet Award for academic excellence and service. Was selected by the dean to represent Virginia at Center for Creative Leadership.
- 1968-72 ***BA, History, Duke University. Magna cum laude.*** Rush Chairman, President, and Pledge master, Pi Kappa Alpha. Earned PiKA Powers Award and Spofford Award for leadership.

Personal

Married, no children, two or three cats. Interests: technologies that enhance education, entertainment, and the environment; meditation; Asian vs. Western buying, selling, negotiating, and leadership practices; physical fitness, snorkeling, sailing, tide-pooling, and whale watching.

Firms Tom Kosnik has served via consulting, executive education, or advisory boards:

2010-Present Entrepreneurship Education for Entrepreneurs in Vietnam. SCPD partnering with SAVVi
2010-Present Academic Director of "Go Stanford" program bringing Swedish entrepreneurs to Silicon Valley
2010-Present Global Entrepreneurial Marketing workshop for Software Entrepreneurs in Thailand
2010-Present Global Entrepreneurial Marketing workshop for entrepreneurs partnering with Grupo Guayacan
2009-Present Board of Directors for: Make a Kid Smile
2009-Present Board of Advisors for: Point-Star
2009-Present Board of Advisors for: Anapata; Gobble
2009-Present Entrepreneurship Education for Plug and Play Tech Centers
2009-Present Entrepreneurship Education for Asia America Multitechnology Association (AAMA)
2008-Present Executive Education for Entrepreneurs, CEOs, and CIOs in Vietnam. Partnering with SAVVi
2008-Present Advisor to the Judging Chair, Workshop Chair and executive team of Clean Tech Open (CTO)
2008-Present Board of Advisors: Trusight
2007-Present International Board of Advisors: National University of Singapore Entrepreneurship Centre
2007-Present Academic Co-Director for DTU-Stanford Global Initiative for Leading Corporate Entrepreneurship
2007-Present Board of Advisors: Stanford Energy Crossroads and Energy Crossroads Global
2007-Present: Board of Advisors: Stanford Women in Business (SWIB)
2006-Present Executive Education for DRC-China Executive Program for Sustainable Business
2002: Present Board of Advisors: National University of Singapore Entrepreneurship Association (NUSEA)
2001-Present Leveraging Customer Relations Course for Stanford Center for Professional Development
1996-Present Board of Advisors: Business Association of Stanford Entrepreneurial Students (BASES)
2008-2009 Green Palau Marketing Workshop with aspiring entrepreneurs in Palau
2008-2009 Executive Education with St. Charles Consulting Group for Cypress Semiconductor
2007-2009 Board of Advisors, Pomega LLC
2007-2008 IBM Track and Trace Pharmaceutical Industry Study
2007-2008 Co-Founder with Mohit Gundecha, Mobile Momentum
2007-2008 Board of Advisors, Gathering 2.0
2007 Expert witness for White & Case
2007 RingCube
2006-2008 Executive Education for ESBRI-US-Sweden Clean Tech Summit
2006 Genesys Communications Lab; NCR
2005-2007 Executive Education for China Mobile Communications Corporation
1992-96, 2002-06 Executive Education for Electronic Arts
2005 SciQuest; BMC; Vision Service Plan
2005, 1997 Executive Education for Nuance Communications
2005, 1999 Executive Education for Novellus
2004 MWH Global (MWH Soft) and Litrex
2003-2007 Executive Ed for HP China Business School and Stanford Center for Professional Development
2003-2004 Because Media Inc. – Oceans 360^o
2002 NTT Docomo Labs USA
2000-2007 Board of Advisors: Rapt, Inc.
2000-2003 Board of Advisors: Amikai
2000-2001 Board of Advisors: EpiTrobe
2000-2001 Mobility Point
1999-2001 Board of Advisors: Blue Factory, DoDots, Gigabeat, and Pointbase
1999-2003 Executive Education for Information Week: *Boot Camp for IT Executives*
1998-2000 Executive Education for Siemens
1997-2000 Board of Directors: Datamain
1997-2002 Board of Advisors: Saba Software
1997-2003 Board of Advisors: Reactivity
1997-1998 Chemdex
1996-2001 Hewlett Packard
1995-2001 Mobile Insights
1995-1997 Executive Education for Apple Computer
1995-1997 Microsoft

Firms Tom Kosnik has served via consulting, executive education, or advisory boards:

1994-2000 Ernst & Young LLP
1994-2000 Integrated Supply Chain Management Seminar
1994-1997 Board of Advisors: SandCastle Magic
1994 Oracle Corporation
1993-2000 Board of Advisors: NetPulse (Was Transcape)
1993-2000 Resumix
1993-1998 Applied Komatsu Technology
1993-1995 Cummins Engine
1990-2000 Stanford Alumni Association: *Market Strategy for Technology-Based Companies*
1990-1991 Cobum Cross & Putzell and AT&T
1989-2000 Applied Materials
1989-1990 Information Resources Inc. (IRI)
1986-1987 Spectrum Training: *Strategic Account Management* - Xerox, Unisys, Deloitte Consulting
1984-1985 Artificial Intelligence Associates
1983-1984 Lillich, McHose & Charles; Kindell & Anderson; McKenna, Conner, and Cuneo
1982 Collins-Tuttle
1981-2000 American Management Systems
1981 Thompson, Tuckman Anderson
1981-1982 Software Architects
1980 Harris Trust and Savings Bank
1979 Mead Corporation
1978-79, 1983 Federal Intermediate Credit Bank (FICB) of Louisville; FICB of St. Paul