ALEKS 0. GÖLLÜ

+1 510 851 6006; aleksgollu@bolisforum.com

2363 Carquinez Av. El Cerrito CA 9453

Expertise

Complete start-up lifecycle from inception to acquisition (OTelNet, PINC, 11Sight).
Academia teaching/research: entrepreneurship, innovation, industry-academia collaboration, AI.
Industry expertise: AI, Telecom, power distribution, transportation, supply-chain, logistics
Consulting: Company/product strategy direction; financial/operational management.
Other: Angel Investment; academia: simulation, verification, and real-time control.

Education

- **Ph.D.** in Electrical Engineering & Computer Science,
University of California at Berkeley 1995 (GPA 4.0/4.0).
Major Subjects: Communications, System Theory.
Minor Subjects: Probability, Language and Complexity Theory.
- **M.S.** in Electrical Engineering & Computer Science,
University of California at Berkeley 1989 (GPA 4.0/4.0).
- **B.S.** in Electrical Engineering,
Massachusetts Institute of Technology 1987 (GPA 5.0/5.0).
Minors: Economics and Mathematics.

Academic Teaching Experience

Associate Teaching Professor, Northeastern University. Bay Area Campus. 2023-Current
- Teaching: Innovation!

Adjunct Professor, Northeastern University. San Francisco Campus. 2017-2021
- Teaching: Lean Design and Development for Entrepreneurs

Industry Fellow, IEOR Dept., SCET University of California, Berkeley, CA. 2016-2023
- Teaching: Project based entrepreneurship and innovation classes.

Industry Experience

CEO, Co-Founder, Board Member

11Sight Inc, El Cerrito, CA, September 2014-Current

Teamed up with OTelNet co-founder for a 3rd venture funded start up. Company has been financed by founders, management team, customers, vendors, angel investors, micro-vcs, ...

11Sight develops voice AI Agents that augment customer-facing entry level positions at automotive dealerships and hotel front desks. Customers increase revenues, productivity, and customer satisfaction.

Solution includes a call center and internal Sentinel AI Agents that ensure continuous and deterministic improvement of the voice AI Agents.

Co-Founder, (CEO/CTO), Board Member

PINC Solutions, Berkeley, CA, February 2004-April 2020

PINC develops innovative real-time location system (RTLS) solutions for supply-chain, logistics and mobile asset management.

As the founding CEO ('04-'10) during the formation phase raised $6.5M in venture financing, established clients such as Kraft Foods, Cost Plus, Nestle and reached $2M in revenues.

During the expansion phase as CTO ('10-'14) focused on strategic expansion of product footprint.

Served as a board member from inception to acquisition. ('04-'20).

PINC was acquired by Accel KKR in an industry roll-up and continues growing under Kaleris.

V.P. Product and Services Marketing

Telecommunications Systems Inc, Annapolis, MA, July 2002-January 2004

Telecommunication Systems Inc. is a public company selling messaging and location software and solutions to telecommunications carriers.

- Refocused the product development from revenue to profit generation.
- Consolidated individual products to coherent product lines that deliver solutions.

V.P. Engineering & Corporate Development - Co-Founder, Board Member

OTelNet Inc., Berkeley, CA, June 1998-2002

OTelNet, provided next generation software infrastructure and solutions for push communications to wireless carriers. Utilizing venture funding, the company has reached a peak of 70 people and shipped market leading products that enabled subscriber-centric wireless-internet services such as alerting, presence and location management. After establishing tier-one carrier customers such as Vodafone, Verizon, and Deutsche Telecom, OTELNET was acquired by a public company.

Director

Sapient Inc., SF, CA, Sept 1997-June 1998

- Directed multiple custom e-commerce portal projects $3M-$5M. Responsible for supervision of project managers and architects, timely delivery and technical direction of projects as well as key customer relationships. Delivered pioneering web portals of Wells Fargo and Janus.
- Responsible for internal technology selection and direction.

Project Manager and Systems Engineer

Teknekron Communications Systems, Berkeley, CA April 1990-Sept. 1992

- Led a team of 7 engineers within a $12M telecommunications project for Bell Canada. Responsible for design and development of the core platform used for implementation of Network Management Systems.
- Systems engineer in a $15M telecommunications project for British Telecom. Designed the persistent storage representation and RDBMS realization, Established the software engineering and release process.

Software Engineer

Oracle Corporation, Belmont, CA Sept. 1989-Apr 1990

- Designed and developed the report writing engine and database interface of Oracle's SQL*ReportWriter.

Consulting Experience

Bolis Forum, El Cerrito, CA, April 2014-Current

Bolis Forum provides strategic consulting services to emerging companies.

Specializations include:

- Patent Consulting (PINC Solutions)
- Supply Chain, Logistics (Keytone Technologies)
- Company Formation (Rewired, Nexustopia, Sunburst)
- Entrepreneurship Bootcamps (Starcamp)

Meta-X, Berkeley, CA, 1993-2000

Meta-X provided consulting services.

Acting VP Marketing and Operations

Oyster Software Inc, Berkeley, CA April 1996-January 1997

Established marketing strategy and technical positioning of the company products. Managed requirement and external design specification relations with new clients.

System Engineer

Pacific Gas and Electric, San Francisco CA. October 1995-January 1996

Integrated existing legacy software packages into a transmission management framework

Management Consultant

Heuristocrats Research Inc., Berkeley, CA January 1993-August 1993

Managed the "Decision Theoretic Scheduler" project, developed for NASA's EUVE satellite.

Research and Industry Teaching Experience

Industry Webinars and Workshops

- Gartner Webinars
  - Transportation Myopia w/ Dwight Klappich. 2012
  - Strengthening and Connecting the Supply Chain's Weakest Links: Yards w/ Dwight Klappich. 2011
- Supply Chain and Logistics Summit Workshops
  - Addressing Transportation Myopia. 2012.
  - Increase Profitability and Productivity with True Real-Time Supply Chain Visibility and Collaboration. 2011.
- UC Berkeley
  - Innovation-X Roundtable: Reevaluating the Supply Chain. Summer 2020.

Principal Investigator, Meta-X, Berkeley, CA. 1997-1999

- Conceived, proposed, received and executed two SBIR (Small Business Investigative Research) projects through the National Science Foundation to commercialize the SHIFT programming language. Elements of this work laid the foundations of OTELNET.

Research Engineer, PATH University of California, Berkeley, CA. 1995-1997

- Directed a 3-year, project charged with delivering a specification, simulation, and evaluation framework for automated highways and vehicles to the National Automated Highway System Consortium.
- Formed the team and the lab to perform above research and development.
- The team delivered SHIFT, a programming language specialized for simulation.

- SHIFT has since been adapted in multiple applications such as autonomous underwater vehicles, chemical distillation column modeling and control, and air traffic control.

Angel Investment Experience

Member Keiretsu Forum, April 2014-2018

Participated in deal screenings and monthly meetings. Co-authored multiple Due Diligence Reports. Helped resolve investor/founder conflicts in a failed start-up.

Patents

- **Position-tracking system**;
  - Patent Number: 7236091;   June 26, 2007
- **Position-tracking device for position-tracking system;**
  - Patent Number: 7245215;   July 17, 2007
- **Systems and methods for determining a location of an object;**
  - Patent Number: 7321305;   Jan 22, 2008
- **System and method for determining and controlling status and location of an object;**
  - Patent Number: 9592964;   March 14, 2017
  - Patent Number: 9990604;   June 5, 2018
  - Patent Number: 10127521;   November 13, 2018
  - Patent Number: 10134007;   November 20, 2018
  - Patent Number: 10846656;   November 24, 2020
- **Online encounter enhancement systems and methods**
  - Patent Number: 11134215;   September 28, 2021
  - Patent Number: 11438548;   September 6, 2022
  - Patent Number: 12244965;   March 4, 2025

Recent Publications

- **PINC's Dilemma: Identifying the White Space**. *Aleks Gollu, Naeem Zafar*.
  Ivey Publishing, W42560; https://hbsp.harvard.edu/product/W42560-PDF-ENG; 2025
- **TeleSense: Selecting the Right Sales Channel**. *Naeem Zafar, Aleks Gollu*.
  Ivey Publishing, W44185; 2025

Honors and Awards

- Supply and Demand Chain Executive PROS to KNOW 2013
- Red Herring Top 100 Global Company CEO 2009
- University of California Regents Fellowship 1988-1989, U.C. Berkeley.
- Flagg Scholar 1987-88, U.C. Berkeley.
- Mangasorian Fellowship 1987-88, U.C. Berkeley.
- Placed first in national university entrance examination in Turkey in 1983.
  (competing with ca. 100,000 students).
- Turkish Scientific and Technical Research Institute Fellowship, 1979-1983.

Background

Born in Istanbul, Turkey, Dr. Göllü is fluent in Armenian, Turkish, German, and English.
He knows enough Spanish and French to order food.