

CURRICULUM VITAE

ALEKS O. GÖLLÜ

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Expertise

Complete start-up lifecycle from inception to acquisition (OTelNet, PINC, 11Sight).
Company & product strategy direction setting; Creation, streamlining, running organizations;
Telecom, power distribution, transportation, supply-chain, logistics industries;
Other: Simulation, verification, and real-time control; Presentation, training and education.

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.

Industry Experience

CEO, Co-Founder

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

11Sight provides comprehensive online chat services with one click video to enterprises. Our customers increase sales and to improve customer retention.

- Teamed up with OTelNet co-founder for our 3rd venture funded start up.
- Platform in production with over 800 users, a horizontal solution with initial focus on automotive, real estate, and tech support.

Founder, Board Member

PINC Solutions, Berkeley, CA, February 2004-Current

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

- CEO '04-'10
 - Took company from concept to a recognized market leader in Yard Management with marquee customers such as Kraft Foods, Cost Plus World Market, Nestle, ...
 - With a total of \$6.5M venture financing, grew the company to \$2M/year revenues
- CTO '10-'14
 - With a professional management team in place, focused on strategic expansion of product footprint and pulled back to the Board as company reached a reliable growth trajectory

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

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.

- Co-founded the company from conception, including fund-raising and initial operational establishment.
- Remained an officer and board member through its life

- As VP of Engineering, created and managed the engineering and product development organization (40 people at its height) which consistently delivered timely and robust product releases under time and resource limitations.
- Interfaced with customers as chief product and technology evangelist.
- As VP of Corporate Development (starting 2000)
 - Owned financial reporting, budgeting and operational planning
 - Directed the sales, business development, and marketing organizations
 - Directed product and market entry strategy
 - Established strategic industry partnerships which lead to the eventual acquisition of the company.

Director

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

- Directed multiple custom e-commerce applications in \$3-\$5M range. Responsible for supervision of project managers and architects, timely delivery and technical direction of projects as well as key customer relationships. Clients include Wells Fargo, 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 (Starturk)

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 Teaching Experience

Adjunct Professor, Northeastern University. Bay Area Campus. 2017-Current

- Teaching: Lean Design and Development for Entrepreneurs

Industry Fellow, IEOR Department University of California, Berkeley, CA. 2016-Current

- Recitations, mentoring, bootcamps.

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.

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.

Patents

- Position-tracking device for position-tracking system. (w/ M Kiang) [US2006017617](#)
- Position-tracking system. (w/ M. Kiang) [US20060187028](#)
- Systems and methods for determining a location of an object. [US20070018811](#)
- Managing trailers and shipments. Pending. 14/452,274
- System and method for determining and controlling status and location of an object. [US20170022015](#)

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.

Memberships

- Keiretsu Forum (2014-Current). Angel Investor

Background

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