

# Rob Hansen

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## Summary

Entrepreneurial leader with nineteen years of operational experience in the high-tech sector. Demonstrated expertise in all aspects of early stage technology company development, including strategic planning, team building, daily operations, business development, client services, sales, and fundraising. Management style characterized by hiring style: recruit the right people for the right job to avoid micromanaging, and never "settle." Strong sales experience and well developed managerial, motivational, and organizational skills. A broad background in operations, strategic customer care, technical support, quality assurance, customer training, and professional services. Highly adaptable, flexible, and innovative.

- ◆ Exceptional manager. Able to make difficult decisions. Strong business acumen. Ability to hire terrific people from a large personal network and mentor them to become star performers.
- ◆ Entrepreneurial and corporate experience
- ◆ Successful mergers & acquisitions experience
- ◆ Successful public offering experience
- ◆ Creative problem solver
- ◆ Visionary leadership

## Experience

### **President and CEO ZipSend, Inc.**

1999 - present  
San Francisco, California

Company Profile:      Founded July 1999; acquired by JPS International December 2000.  
                                  Technology for using email addresses to route delivery of physical packages.  
                                  \$6 million in funding; 46% SAP Ventures, 46% JPS, 8% individual investors / seed-round.  
                                  47 employees peak.

Created the first e-commerce infrastructure company with a proprietary, patent-pending system that allows users to send tangible, real world items – from gifts and merchandise to packages, products and parcels – simply using the recipient's email address as the delivery address. ZipSend is the trusted third-party escrow service for personal delivery information, translating email addresses into delivery information according to user preferences.

- ◆ Company-wide P&L responsibility to shareholders and board of directors.
- ◆ Worked with CFO to establish the financial operating plan, departmental budgets, and revenue forecasts.
- ◆ Established departmental performance targets by which senior staff were measured.
- ◆ Kept expenses under plan by studying requirements, optimizing procedures, and scrutinizing outflows.
- ◆ Created and presented company's business plan to all first, second, and third round venture participants.
- ◆ Secured seed funding, recruited strong management team, and opened our first office in under 2 months.
- ◆ Relocated company to larger offices to accommodate growth after 1 year.
- ◆ Sold the company to JPS after 18 months.
- ◆ Participated in the merger of ZipSend and another JPS company, FrogMagic.com.
- ◆ Asked to lead the combined companies, with offices in San Francisco, San Rafael, and Boulder.
- ◆ Conducted national press tours, radio and television interviews.
- ◆ Closed a major partnership with AOL.
- ◆ Participated in sales negotiations with Yahoo!, Lycos, uDate, TalkCity, Odigo, Matchmaker.com, Jabber, etc.
- ◆ Established strategic discussions with FedEx, UPS, USPS, Stamps.com, and Microsoft.
- ◆ Recruited key Board members.
- ◆ Filed multiple patent applications.
- ◆ Garnered over 200,000 registered users in the first 100 days of operation.
- ◆ Ranked "13th Fastest Growing Site" by PC Data Online (ahead of ePinions, NeoPlanet, iDrive, and MySimon).
- ◆ Cultivated relationships with over two dozen wholesale fulfillment partners and 22 network partners.

ZipSend has been impacted by the current severe economic conditions and is now in a period of transition, which is expected to culminate in either a) the company being sold, or b) a graceful exit.

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### Vice President, Worldwide Client Services Autonomy Corporation

1998 - 1999  
San Francisco, California

Company Profile:     Founded 1996; Initial Public Offering (Nasdaq-AUTN), July 1998; Market Cap \$5.3 billion.  
Software for Advanced Pattern Matching / Personalization & Profiling / Knowledge Mgmt.  
\$50 Million in revenues; 55% Product, 45% Services  
93 Employees; 40 U.S., 53 International  
Locations: United Kingdom, Belgium, Germany, France, The Netherlands, Spain, Australia

Responsible for all worldwide client service functions, including consulting, technical support, quality assurance, customer training, sales support, custom demos, and maintenance contracts. Measured against key business objectives.

Key accomplishments and responsibilities include:

- ◆ Established Autonomy's first client services operation.
- ◆ Member of CEO's Executive Management Team. Participate in strategic corporate decisions.
- ◆ Recruited and trained first for-profit professional services teams, and developed packaged offerings including the "QuickStart" program to jump-start all new customers.
- ◆ Created first formal customer training center.
- ◆ Grew the US technical staff from 0 to 10 in first 45 days.
- ◆ Established consistent standards and practices for worldwide services division.
- ◆ Built the company's first Technical Support Center.
- ◆ Regularly met with and presented to customers and prospects.
- ◆ Routinely reviewed maintenance & support contracts, and assisted with major account negotiations. Worked closely with sales mgmt in negotiating terms and pricing proposals with customers and partners.
- ◆ Developed compensation and incentive plans for managers and consultants.

Participated in the sales cycle and ongoing support of these key customers: Associated Press, Clorox, Internet.com, Looksmart, Lucent, Merrill Lynch, SF Gate, Talk City, TalkWay, Xoom (NBCi), and many others.

### Vice President, Worldwide Customer Services Inference Corporation

1989 - 1998  
Novato, California

Company Profile:     Founded 1979; Initial Public Offering (Nasdaq-INFR), 1995; Acquired by eGain (EGAN), 2000  
Knowledge Management/Problem Resolution Software (Artificial Intelligence)  
\$40 Million in revenues; 75% Product, 25% Services  
220 Employees; 125 U.S., 95 International  
Subsidiaries: United Kingdom, Germany, France and The Netherlands

Senior manager with successful P&L responsibility for Customer Services Division, and a record of steadily increasing customer satisfaction ratings. Manage and direct staff of 30 responsible for all worldwide customer service functions, including technical support, quality assurance, customer training, self-service systems, maintenance contracts, and international professional services. Measured against operating margin and customer satisfaction targets.

Key accomplishments and responsibilities include:

- ◆ Consistently achieved at least 110% of Operating Plan since 1992.
- ◆ Grew maintenance & support revenues by 884% (from \$660K to \$6.5M).
- ◆ Always spent under plan by scrutinizing operating expenses and controllable assets.
- ◆ Member of CEO's Executive Management Team. Participate in strategic corporate decisions.
- ◆ Exceeded customer expectations and satisfaction targets every year.
- ◆ Expanded the technical support offerings to include three levels of service (Basic, Gold, and Platinum), including 24 hour "follow-the-sun" support and national language support in English, French, German, and Spanish. Revenues and customer satisfaction both increased accordingly.
- ◆ Initiated and administered the company's first customer satisfaction survey program.

**Inference Corporation (continued)**

- ◆ Achieved "Best in Survey" status two years running in the category *delivery of electronic support* according to the Prognostics Comparative Satisfaction Survey (independently compares approximately 70 participating software companies).
- ◆ Expanded US call center to handle incoming sales & marketing leads.
- ◆ Researched and developed specifications for and implemented a worldwide problem management system, integrated with Inference's problem resolution technology (CBR).
- ◆ Restructured the Quality Assurance department by implementing testing methods, test automation, recruiting standards, and a quality mission.
- ◆ Regularly meet with and present to customers and prospects.
- ◆ Actively participate in user's conferences (twice each year), including planning, hosting, presentations, and focus groups.
- ◆ Relocated US support center & QA dept from Southern to Northern California without losing any staff.
- ◆ Participated in the spin-off of two companies (Brightware and Limbex), and the related organizational and contractual impact.
- ◆ Participated in IPO by meeting with and presenting to Prudential Securities, and subsequently to various interested investors.
- ◆ Developed compensation and incentive plans for managers and renewals staff.

Participated in the sales cycle and ongoing support of these key customers: 3COM, AT&T, American Express, Brøderbund, Compaq, Freightliner, Gateway 2000, Hewlett-Packard, IBM, Intel, Lucas Arts, Microsoft, Nokia, Peoplesoft, Symantec, Visa International, Xerox, and many others.

**Director, Technical Support**

1987 - 1989

**Raxco Software (formerly UIS, Inc.)**

Huntington Beach, California

Managed Technical Support, Pre-Sales Support, Education, Manufacturing & Distribution for this \$18M software company. Restructured the Support department to ensure customer access to technical experts on the first call. Designed and implemented a software evaluation management program, wherein the technical support staff worked closely with sales teams to establish and achieve specific objectives with each prospective customer, resulting in 20% higher conversion rate and higher perceived customer satisfaction. Introduced the company's first call tracking process. Established 24 by 7 emergency support capability. Reduced manufacturing costs by outsourcing package production (shrink-wrapped documentation & media).

**Software Engineer**

1987

**Software Techniques, Inc.**

Huntington Beach, California

Programmed in C to achieve the specified user interface for the OSU product, an online disk restructuring and optimization application for DEC VAX system managers. Extensive use of VAX C, DEC system function calls, and DCL. Satisfied the product UI specification, and met all deadlines. Following this company's acquisition, I was relocated to England to train the technical support staff in the details of this product.

**Help Desk Coordinator**

1986 - 1987

**Miller Brewing Company**

Irwindale, California

Responsibilities included the planning, supervision and review of all phases of establishing Miller's first internal Help Desk. The newly created help desk had responsibility to assist the 2,000 employees of the Irwindale brewery with any computer hardware or software related issues. Assistance was routinely provided to users of the VAX 8250, PDP 11/70, IBM 3174, Wang OIS, and over 100 IBM PC's. Documented the trouble ticket process, and drafted the initial policies & procedures. Provided training to the first group of help desk specialists, and documented the training.

**Additional work experience includes:** Quaker City Federal Savings & Loan; Law Firm of Bewley, Lassleben, & Miller; Parks & Recreation Department of San Diego County; San Diego Country Sheriff's Department.

## Entrepreneurial Strategy Skills

Human Factors	Task/Requirements Analysis	Technology Evangelist
E-Commerce Strategies	Payroll/Accounting	Business Modeling
Marketing/Sales	Security Issues	Feasibility Studies
Project Management	Case Studies	Consumer Surveys
Budgets/Pro Formas	Graphic Design	Business Plans
Permission Marketing	Prototype Fabrication	E-Sales

## Awards, Honors & Press

- ◆ [London Evening Standard](#) *ZipSend, The Trusted 3<sup>rd</sup> Party*, by John Sterlicchi, October 19, 2001
- ◆ [San Mateo County Times](#) *e-Valentine's Day*, by Sandy Staggs, February 14, 2001
- ◆ [Smart Computing Magazine](#) *Find It Online*, August, 2000
- ◆ [CNN](#) *Nothin' But Net*, February 2000
- ◆ [Playboy Magazine](#) *Guys Are Talking About... Email Anonymity*, June, 2000
- ◆ [Yahoo! Internet Life Magazine](#) *Good Thinking!*, by Lynn Ginsburg & Dean Foust, March 2000
- ◆ [CBS News](#) *Sites of the Season (Science & Technology)*, by Diana Stoneberg Forbes, December 22, 1999
- ◆ [PC Magazine](#) *Ready for Holiday Shopping?*, by Don Willmott, November 24, 1999
- ◆ [Internet World Magazine](#) *Fast Track*, by Tom Perrotta, October 15, 1999
- ◆ [Upside Magazine](#) *Net Gets Legit*, by Tish Williams, October, 1999
- ◆ President's Club, Inference Corporation, 1998
- ◆ Distinguished Leadership Award, Inference Corporation, 1997
- ◆ President's Club, Inference Corporation, 1997
- ◆ Outstanding Customer Service Award, Inference Corporation, 1996
- ◆ President's Club, Inference Corporation, 1996
- ◆ Published cover story *VAX Computer Security*, December 1989 issue [Dec Professional](#).

## Professional Affiliations

- ◆ Visualization Valley, The 3D & Visualization Technology Association; Board of Directors (2002 - present)
- ◆ SofTECH, The North Bay Software & Technology Association; Board of Directors (1996 - 1999)
- ◆ Software Support Professional's Association (SSPA); charter member (1990 - 1999)
- ◆ Association of Support Professionals (ASP); member (1995 - 1999)

## Education

### **B.A., Computer Security, 1987**

Minor in Applied Philosophy

Whittier College, Whittier, CA

Cambridge University, Fitzwilliam College, Cambridge England

GPA (major / minor related): 3.97

GPA (overall): 3.5