

KRS Murthy

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Silicon Valley, California



KRS Murthy is a seasoned serial entrepreneur, serial C level executive, inventive scientist, innovative engineer, leader in professional societies and public speaker.

He was a professor of Electrical and Computer Engineering and :Professor of Management in California State University, Pomona and Fullerton campuses. He has also taught management, business, marketing, corporate governance, advertising, public relations and quality / reliability courses in other universities and tutorials in many international conferences in USA, Canada, Australia, Singapore, Europe and India . He led technology and management expert teams and delegations of internationally reputed public speakers in lecture tours in USA, Canada, Europe, Asia and Australia in many “around the globe” lecture tours.

He is a seasoned and veteran corporate executive with a rare blend of few decades of C Level experience and accomplishments in all aspects of telecom, IT, software, computers, video / multimedia, defense, aerospace and other high technology industries to include: corporate governance, company executive management, corporate strategy, investor relations, mergers and acquisition, R&D, engineering, product and service management, operations, business development, marketing and total quality management. He has run and aggressively grown companies of all sizes to include start up, early stage, small, and medium, large and international companies.

He has led few mergers and acquisitions efforts on behalf of the acquirer in telecommunications, IT and alternative energy industries from small to very large public companies. His expertise in M&A includes leading technology, business and finance due diligence, as well as leading negotiations. He is currently leading an acquisition spree in health care industry. He has led the acquisition due diligence of hospitals and medical schools.

As a serial entrepreneur and serial executive, he has founded and run as the President and Chief Executive of few technology companies in nano and micro technology, composites, electronics hardware, information technology, software, telecommunications, fuel cells, ethanol and other alternative energy, biotechnology and health services. He excels in start up and early stage high technology companies.

Career Highlights: Seasoned Corporate Executive

- Rare blend of serial C Level corporate executive, seasoned corporate governance expert, scientist, technologist, serial entrepreneur in Fortune 50 and many companies rated as the fastest growing in USA and the World.
- Expert on corporate governance, mergers and acquisitions and competitive strategy
- His expertise and accomplishments encompass IT, telecommunications, defense and aerospace technologies in corporate governance, engineering, business and sales, marketing, strategic alliance, mergers and acquisitions in AT&T, GE, NASA and Indian Space Research Organization
- He has in-depth experience in R&D, technology / product development, product marketing, business operations and total quality management functions.
- **MERGERS AND ACQUISITIONS::** Extensive Mergers and Acquisitions Expertise and Track Record: Led the M&A of few multibillion and many multimillion dollar acquisitions and deal negotiations
- Grew PNS Telecom from \$60M to over \$500M in revenue and valued at \$3.5B and ranked as the fastest growing company in USA and largest minority owned-company in USA.
- Built on-board scientific experiments and ground checkout systems for the FIRST space shuttle
- Led the development of India’s first three satellites and first earth station.

- Fundamental research contributions and accomplishments in advertising effectiveness, public relations, event marketing, market research, competitive research, analysis and strategy.
- Professor of Electronics and Computer Engineering, California State University, Pomona and Fullerton and Visiting Professor in many universities around USA.
- Many inventions in nanotechnology, aerospace, defense, instrumentation, consumer, telecommunications & IT technologies
- Developed “silent brain storming” and “Kaleidoscope brain storming” techniques

Sales, Marketing and Business Development:

- Superb understanding of international and domestic sales strategies, and ability to maximize investments.
- Proven creative business development skills.
- Savvy in all sales and marketing domains, and in defining and implementing strategies and results oriented teams.
- Extraordinary experience to forge business alliances with multinational cultures to enhance sales base of domestic and international channel partnerships.
- Has established many strategic alliances. OEM, suppliers and partnerships.
- Proven abilities and vision in advertising, public relations and product expositions.
- In depth experience in all areas of technical sales and marketing techniques.
- Eye for detail while maintaining focus on "big picture" to maximize productivity, eliminate waste, maintain highest standards and drive dollars to the bottom line.
- Expert in channel management and many other creative sales / distribution programs.
- Excellent documentation and presentation skills. Has trained sales and marketing teams in prospecting, presentation, negotiation and strategic closing skills

Professional Career

- Corporate Advisor to High Technology Companies, Santa Clara, CA - Industry: Mergers and Acquisitions, Corporate Governance, Business Development, Technology and Product Engineering, Manufacturing Engineering, Investor Relations
- President and Chairman of the Board Nisvara Inc. NASA, Moffett Field Research Park, CA. Industry: Nano and Micro Technology based Composites
- Group President, PNS, San Jose, CA. Industry: Value added resellers (VAR) and systems designers and integrators of broadband telecom systems for wire line and wireless applications
- President, Virtual Think Tank - Wintara, Fremont, CA. Industry: Application Service Provider
- USA Country Manager, AT&T and AT&T Bell Labs. Industry: Telecom R&D Management, Broadband data communications services
- General Manager, General Electric Audio and Video Products, Cable TV set top converter and head end
- Division Vice President, IMR Systems Corporation. Industry: NASA, Defense and Federal government networking and IT contracts
- Program / Project Manager, SASC, Anaheim, CA and College Park, MD. Industry: Defense and Federal government networking and IT contracts
- Professor, California State University, Electronics and Computer Engineering; Professor, Management
- Project Manager and Senior Scientific Officer, Indian Space Research Organization, India. Industry: Satellites and Aerospace
- Research Scientist, Bharat Electronics Limited. Industry: Radar and antenna control systems

Professional Society Leadership

He has served IEEE in BOD, BOG and VP level roles in many IEEE societies, Area Chairman of Region 2, VP of Conferences, Program Chair in many IEEE conferences, founder / editor of IEEE publications, lead roles in IEEE USA (and when it was USAB), Key Note Speaker in IEEE conferences.

- Board of Directors - Silicon Valley Engineering Council, www.svec.org/news/officers.html
- Co-Chair, Conference Advisory Board, The 1st annual Micro TCA Summit will be held on May 30 – June 1, 2007 at the Sheraton Inner Harbor Hotel in Baltimore, MD www.microTCASummit.com

- Program Chair, IEEE International Electronics Manufacturing Technology Conference, Oct 3-5, Silicon Valley / San Jose, CA
- Founding Editor, IEEE Nanotechnology Magazine
- Founder and Executive Committee of IEEE Nanotechnology Council.
- Chair and Moderator of the VC Panel, Advance TCA Summit, 11/06/06, <http://www.compactpci-systems.com/news/db/?4518>
- Board of Governors, VP, Conferences, VP of Publications, VP of Public Relations, VP of Chapter Activities, Chief Editor of Special Issues, Conference Chair, Program Chair and Key Note Speaker - IEEE Engineering Management Society.
- Board of Directors - IEEE Computer Society, Systems & Cybernetics Society, Aerospace and Electronic Systems Society, Communications Society.
- IEEE Standards Board - BOD Member, Founding Member of IEEE 802, Standards Policy Committee
- IEEE - USA Professional Activities - Chair, Region Delegate
- Founder and Technical Editorial Board Member - IEEE Network Magazine
- Chair, International Advisory Committee, Board of Directors, Program Chair and Session Chair of over 100 international conferences around the world.
- Served in many committees of other professional societies like Advertising Research Foundation (ARF), American Marketing Association (AMA), National Research Council
- Program Chair of IEEE Tencon (Region 10) Conference in Bombay in 1989, Chairman of International Advisory Board from 1990 through 1992 in countries like Hong Kong , South Korea, Australia and New Delhi, India.
- Shared stage with Nobel Laureate John Bardeen, many IEEE Presidents and Society Presidents, President of India, Nobel Laureate Sir CV Raman and other international dignitaries
- Served in many committees of other professional societies like Advertising Research Foundation (ARF), American Marketing Association (AMA), National Research Council

News Papers, Radio and Television

- Featured in many newspapers, radio and television in many parts of the world
- Lectured in many parts of USA , Canada , India , Singapore , Australia , and New Zealand on technology and management topics

Major Awards and Recognitions

- Distinguished Service Award - IEEE Engineering Management Society
- Who is Who in the World, Marquis Who's Who Publications
- Who is Who in the America, Marquis Who's Who Publications
- Who is Who in Finance and Industry, Marquis Who's Who Publications
- Distinguished Directors Service Award - IEEE Aerospace and Electronics Systems Society
- Distinguished Achievement Award - President of India

Internet Links for KRS Murthy

www.asianamerican.net/bios/Murthy-KRS

www.svec.org/news/officers.html

www.ewh.ieee.org/soc/pses/minutes/PSES_04-07-6.pdf

www.advancedtcasummit.com/English/Conference/Seminar_Session_Descriptions.html