

# STEVEN S. GAL

Samuel Curtis Johnson Graduate School of Management  
SC Johnson College of Business  
Cornell University  
318 Sage Hall  
Ithaca, NY 14853  
Phone: 607-216-8775  
e-mail: ssg22@cornell.edu

## **2013 – Present Cornell Tech, Cornell University New York, NY**

*2015 – Present: Senior Lecturer In Residence*

*2013 – 2015: Visiting Associate Professor of Clinical Entrepreneurship In Residence*

- I worked with the early Cornell Tech team to develop and deliver the first curriculum to the first group of students, including the first entrepreneurship classes, and have taught courses each year since founding.

## **2009 – Present Johnson School, Cornell University Ithaca, NY**

*2015 – Present: Senior Lecturer of Management*

*2009 – 2015: Visiting Associate Professor of Clinical Entrepreneurship*

Key achievements include:

- Teach entrepreneurship and innovation across the Undergraduate, MBA and Executive MBA programs at the College of Business
- Lecture across colleges on Cornell's Ithaca campus and at Cornell Tech
- Teaching Team for eLab, Cornell's Student Startup Accelerator
- Serve as a Smith Family Business Institute Faculty Fellow
- Support entrepreneurship across campus as immediate past Chair of Entrepreneurship at Cornell

## **1995 - Present Angel Investor and Advisor United States**

Angel investor and advisor to over 100 startup companies and venture capital funds, including part-time “tour of duty” CEO and Board participation. Approximately 22 currently active investments.

## **2011 – 2014 The Rady School, UC San Diego San Diego, CA**

*Visiting Associate Professor (Part-time)*

Taught up to four entrepreneurship and innovation courses across the full-time and part-time MBA programs, including Entrepreneurial Marketing and the three course Lab-to-Market entrepreneurship and innovation series.

**2007 - 2009 ProQuo, Inc.**

**San Diego, CA**

*Chairman and Chief Executive Officer*

ProQuo operated the first and only free web-based service for consumers to take control of their personal information and decide who gets to use it. ProQuo.com enabled consumers to select the marketing they receive, stopping junk mail and selecting the catalogs, credit offers and other marketing offers that they do want. ProQuo helped almost a million registered users stop millions of pounds of junk mail and select hundreds of thousands of marketing and credit offers.

I developed the concept for ProQuo and launched the company upon exiting ID Analytics with the support of leading venture capital firm Draper Fisher Jurvetson. ProQuo raised approximately \$15 million in venture capital financing. ProQuo was shut down during the financial crisis.

**2002 - 2007 ID Analytics, Inc. (Acquired by Symantec)**

**San Diego, CA**

*Co-founder, Board Director, Vice President of Sales, Marketing, Corporate Development, General Counsel*

ID Analytics ([www.idanalytics.com](http://www.idanalytics.com)) is the Identity Risk Management company providing advanced analytic solutions that prevent identity fraud and provide consumer authentication. ID Analytics' ID Network is the first and only real-time national network built exclusively to manage identity risk. The ID Network is now in use by the largest financial institutions in the world, by millions of consumers through its LifeLock branded offering, and globally through Symantec products and services. ID Analytics raised approximately \$50 million in venture financing from founding.

I co-founded the company in 2002. I served as Vice President of Sales and Marketing and a Board Director. I was also responsible for our Corporate Development and Corporate Marketing. Along with my co-founder, our CEO, I led our initial venture financing and customer penetration in the US in 2002-2003. In 2004, we recruited a head of Sales and I became Vice President of Corporate Development and General Counsel of the company and began building our extensive regulatory, privacy and compliance activities, including opening our Washington, DC office. I also led our expansion into the United Kingdom and Canada. By 2005, I recruited an Associate General Counsel and a Vice President Government Affairs/Chief Privacy Officer, and I focused exclusively on corporate development projects, closing very significant multi-million dollar partnerships in both the consumer protection market and the healthcare market.

ID Analytics was acquired by Lifelock for approximately \$210 million, and represented the bulk of the combined company's technology base. Symantec subsequently acquired LifeLock for approximately \$2.4 billion. ID Analytics unique regulatory and operating structure has resulted in the company continuing as a discrete entity with its own leadership and offices in San Diego to this day.

**2001 HNC Software, Inc. (Acquired by Fair Isaac)****San Diego, CA***Group Vice President, Opportunity Solutions Group*

HNC Software (NASDAQ: HNCS) was among the earliest of what are now called “big data analytics” companies. We provided customer analytics software and solutions for managing opportunity, risk and efficiency to many of the world’s leading financial, telecommunications and insurance companies. At HNC I held a general management role with full P&L responsibility for about 70 employees and the fastest growing product group in the company.

I joined the company, reporting to the President, to manage and build the company’s marketing analytics business. I was promoted to Group Vice President in charge of the Opportunity Solutions Group. HNC was sold to Fair Isaac (NYSE:FIC) for approximately \$810 million.

Key achievements include:

- Developed a product group strategy, obtained Board of Directors approval, and launched the strategy to financial and industry analysts, investors and customers
- Recruited a complete management team
- Grew group revenue run rate by over 100%
- Drove product group’s first entry into international markets across Europe, acquiring a UK based Marketing Services Provider

**2000 – 2001 Prime Response, Inc. (IPO, Acquired) San Francisco, CA***Vice President, Marketing*

PrimeResponse (NASDAQ: PRME) is a leading provider of CRM software and solutions for “relationship marketing” to many of the world’s leading business to consumer marketers.

I joined the company prior to its initial public offering with global responsibility for corporate strategy and marketing. I participated as a corporate officer reporting to the CEO, and a member of the company’s Executive Team which successfully led the company through an approximately \$360 million initial public offering on the NASDAQ market. I was involved in corporate development activities which led to the agreement to be acquired by Chordiant Software, Inc. (NASDAQ: CHRD) after the “dotcom bust.” Chordiant was subsequently acquired by Pegasystems (NASDAQ: PEGA) for approximately \$161 million.

Key achievements include:

- Developed and implemented a corporate and product strategy with the executive team and Board of Directors
- Recruited a complete global marketing team
- Executed a company and product re-positioning and re-branding and obtained market leadership recognition by respected analyst firms
- Built a direct marketing and lead generation infrastructure from the ground up and filled a sales pipeline which enabled us to grow revenues in the Americas operations from less than 1% to over 50% of company revenues
- Served as company spokesperson to prospects, analysts and investors

**1997 - 1999 Inference Corporation (Acquired by eGain)**

**Novato, CA**

*Vice President, Marketing*

I began my work with Inference Corporation, an Internet and e-Commerce enterprise CRM software company focused on customer support, in 1997 as a consultant on a project basis to the company's CEO to develop a complete corporate and market strategy focused on a turnaround of the troubled company and maximizing shareholder value.

In 1998 I joined the company as Vice President of Marketing Strategy to lead the company's market, partner and product strategy and execution through the turnaround and build and manage worldwide teams in product marketing and business development.

In 1999 I was promoted to Vice President of Marketing and added global marketing and corporate communications to my responsibility set.

I initiated and managed the partnership with eGain Communications (NASDAQ: EGAN) that positioned the company for its successful acquisition.

Key achievements include:

- Developed a corporate and product strategy and drove it through the executive team and Board of Directors to adoption
- Built complete marketing and business development teams
- Executed and launched "k-Commerce," including company re-positioning and re-branding, new product set, new partnerships and reseller agreements
- Managed consecutive quarters with 40% year over year revenue growth and 2 year stock appreciation in excess of 100%
- Served as a company spokesperson to prospects, analysts and investors
- Participated as a corporate officer reporting to the CEO, and member of the company's Executive Committee

**1995–1997 Semio Corporation (Acquired by Amobee) San Mateo, CA**

*Co-founder and Chief Executive Officer*

Semio Corporation (acquired by Entrivea, which was acquired by Lucid Media, which was acquired by Videology, which was acquired by Amobee) was a privately held, venture capital-backed software company and the leading provider of search and information categorization solutions that enable organizations to gain critical competitive advantage on corporate and e-Commerce portals.

I co-founded Semio and as CEO was responsible for all company operations and capital raising.

Key achievements include:

- Commercialized Internet and Intranet software for enterprise knowledge management and established market segment in knowledge mining
- Designed company business model, developed business plan, raised venture capital funding, and recruited experienced technical and business teams
- Designed and implemented Development Partners Program, signing Fortune 500 clients and strategic consulting Partners
- Worked with customers and partners through full product management cycle leading to a total product solution plan and implementation
- Built and managed extensive sales and business development pipeline and established company revenue models

**1992–1996      Technology Strategy Associates      Los Angeles, CA**

*Co-founder and Managing Partner*

Technology Strategy Associates (TSA) was a strategic consulting practice serving Internet and multimedia software companies in a variety of functional areas. TSA provided marketing, business development and venture consulting primarily to burgeoning Internet and multimedia companies.

Key achievements include:

- Assisted clients with product and corporate strategy, business plans and road shows to raise venture funding
- Drove Web projects at the very beginning of the commercial application of the Web
- Developed business plan for EC2, a world class multimedia center and incubator funded by Walter Annenberg's \$120 million grant to USC. Semio was among the first companies resident in the incubator.

**1991–1996      The Entrepreneur Program      Los Angeles, CA**  
**Marshall School of Business at the University of Southern California**

*Associate Professor of Clinical Entrepreneurship*

The Entrepreneur Program at the Marshall School of Business was consistently recognized by *US News and World Report* as among the top 5 programs in the country offering entrepreneurial education at the MBA level during my period of involvement.

I began as a faculty assistant while attending law school at USC, was named an Assistant Professor in 1993 and promoted to Associate Professor in 1995 (clinical non-tenure track). In addition, I founded the *Family and Closely Held Business Program* and served as its Director. As part of a team of only five professors in the Program, I had a unique opportunity to work with some of the best and brightest MBA students, many of whom have started significant and successful businesses since graduation.

Key achievements include:

- Instructed over 1,000 undergraduate and graduate entrepreneurship students
- Developed expertise in technology business models and strategies
- Recruited 5 major corporate sponsors and 20 large family businesses with revenues of over \$10 million to financially underwrite my new program
- Served as Conference Chairman of IFBPA, one of the two largest academic associations in the market space
- Received USC's Entrepreneur of the Year award for founding the *Family and Closely-Held Business Program*

**1989–1990      First Albany Corporation      Ithaca, NY**

*Investment Executive*

First Albany Corporation is a regional stock brokerage and investment firm. While completing my studies at Cornell I built a local customer base by leveraging special situation expertise.

**1986–1988      Walsh Greenwood & Co.      New York, NY**

*Risk Arbitrage*

## **EDUCATION**

**University of Southern California  
Gould School of Law**

**Los Angeles, CA**

- Juris Doctor, 1993
- Attorney; Member, State Bar of California
- Hale Moot Court Honors Program

**Cornell University  
Dyson School at the Cornell SC Johnson College of Business**

**Ithaca, NY**

- Bachelor of Science, 1990 (In attendance 1984-86; 1989-90 – affiliate with Class of 1988)
- Applied Economics, Business Management and Marketing, Dean's List