Bob Bickel

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Objective	Pursuing my interests of emerging technology companies, encouraging running in my community.

Summary	Successful technology entrepreneur, currently sitting on 4 Boards –CloudBees, eXo, RunSignUp.com and Metaverse. Coaching Moorestown High School Distance runners. Founder and partner in the Moorestown Running Company.

Professional Experience

Bickel Advisory Services
2002 - present

Advise emerging technology companies
- CloudBees – Board Member and Advisor
- eXo Platform – Board Member and Advisor.
- RunSignUp.com – Founder.
- Metaverse – Board Member and Advisor.
- Variety of advisory roles to emerging companies
- Former companies:
    - Hyperic – Board Member and Advisor. Sold to Spring/VMWare. $420M
    - Ringside Networks – Founder and Board Member
    - Bristol Technology - Board Member – Acquired by HP 2007.
    - Princeton Softech – Advisor – Acquired by IBM 2007 for $295M.
    - Various VC firms and start-up companies.

Moorestown Running Company
2007 - present

Partnered with Dave Welsh of the Haddonfield Running Company to open a running specialty store on Main Street in Moorestown

JBoss
Sept. 2003 – Feb. 2006
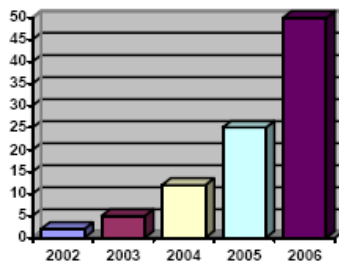
Executive Vice President Strategy & Corporate Development

- Developed Professional Open Source business strategy that positioned JBoss as a leader in the open source movement, that has been copied by dozens of other companies.
- Hired key executive team, and recruited many key employees.
- Helped establish partner ecosystem with Tom Leonard.
- Grew company from 10 people to 250 people while maintaining positive cash flow.
- Grew product line by leading several open source acquisitions.
- Led original venture capital investment with a pre-money valuation of $30M – 2/03
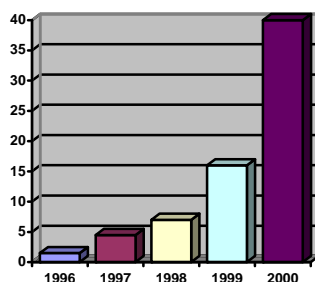- JBoss was acquired by Red Hat for $350M+ – 4/06

Hewlett-Packard / Bluestone Software
Mount Laurel, NJ
May 1992 – September 2002

(Hewlett-Packard acquired Bluestone in January 2001)

**Bluestone Software
Revenue $M**

General Manager, HP Middleware Division (October 2001 – September 2002)

- Re-energized 450 person division with new vision and business plan that turned revenue from a steady stream of declines into the first quarter-quarter revenue increase since HP acquired Bluestone. This included a downsize of the division from 600 people, major new product releases, major new positioning and pricing.
- Developed new ISV partner program that grew ISV partners from less than 100 to over 250 in 3 months.
- Took product downloads from less than 100 per month to 2,500 per week in less than two months.
- Took inside sales team from being assistants to closing over $100K per month in direct revenue generation in 3 months.
- Professionally managed HP's decision to retire the Middleware business.

HP / Bluestone (continued)

CTO, HP Middleware Division (January 2001 – October 2001)

- Created a consolidated technical roadmap for the newly combined HP Middleware Division – blending the technology and talents from Bluestone and 3 divisions in HP across a development staff of over 350 engineers.
- Primary technical evangelist with Press, Analysts and Customers. Participated in literally hundreds of briefings and sales efforts.
- Selected to speak at the annual HP Analyst Briefing in May, 2001.
- Acted as the primary integration point between product strategy, marketing and sales functions to assure a consistent strategy across the different organizations.
- Transferred some of the software development practices and culture from Bluestone to HP.

Executive Technology Officer, Office of the President (January 2000 – January 2001)

- Part of 3-person Office of the President, leading product strategy and integrating across the business.
- Second Round funding raised $300M with CEO and CFO.
- Primary driver behind successful acquisition of Arjuna Labs in June 2000.
- HP $450M acquisition of Bluestone.
- Primary driver for technical, product and market planning for acquisition.
- Primary presenter for the "final" presentation to HP.

Vice President Products, Officer of the Company (April 1998 – January 2000)

- Responsible for Product Strategy. Grew development staff from <50 to over 150.
- Primary technical evangelist with Press, Analysts and Customers. Participated in literally hundreds of briefings and sales efforts.
- Created highly productive software development environment, earning industry-wide respect for high quality, innovative software.
- First industry commercial shipment of an EJB Server – before BEA.
- First industry commercial shipment of a Dynamic XML Server – now Web Services.
- Bluestone Software (BLSW) $60M IPO September, 1999.
- Bluestone raises Mezzanine Round funding of $25M in May, 1999.
- Bluestone raises Second Round funding of $11M in April, 1998, added GE Financial.
- Helped attract new high quality senior management talent to take business to the next level - including Kevin Kilroy who became CEO, John Capobianco as head of marketing (formerly CMO of SAP and Sybase) and Joe Krivikas as head of sales and eventually COO.
- Helped a lot of people to grow their careers.

General Manager Bluestone Software (April 1997 – April 1998)

- Responsible for all business aspects – sales, marketing, product development of Bluestone Software.
- Increased Sapphire/Web revenue from $1.5M in 1996 to $4.5M in 1997.
- Spun off Bluestone Software, Inc. from Bluestone Consulting, Inc.
- Raised $5M in first round of funding from Patricof (now Apax) and Adams Capital in April, 1997.
- Continued tradition of product innovation and introduced first Management product into the Application Server market. Refocused product into the Enterprise space.
- Personally drove product strategy with Development team and Marketing team.
- Primary technical evangelist with Press, Analysts and Customers. Participated in literally hundreds of briefings and sales efforts.

General Manager Software Division of Bluestone, Inc. (May 1992 – April 1997)

- Responsible for all business aspects of the Software Division of Bluestone. Measured and maid based on profitability of division.
- Continued product creation and innovation:
- 1992 - db-UIM/X is first Unix/Motif GUI tool to automatically create code for database applications.
- 1993 – db-UIM/X becomes commercially successful driving revenue for software products from <$1M to >$3M.

- 1994 – Drive Bluestone toward the Web. Decide to build Sapphire/Web as first web-to-database tool.
- 1995 – First commercial shipment of Sapphire/Web. Coincides with about 2-3 other vendors who were the start of the Application Server industry.
- 1996 – First shipment of a commercial application server.
- 1997 – First 100% Pure® Java Application Server. First Management Tool.
- Ran business profitably until 1995 when decision was made to invest in Sapphire/Web. My biggest regret was not getting VC money at that time, and waiting until 1997.
- Primary technical evangelist with Press, Analysts and Customers. Participated in literally hundreds of briefings and sales efforts.
- Grew Division from 3 to 75 great people with a very deep and rich culture.

Digital Equipment Corporation
1981 – 1992

Systems Integration Manager (1990-1992)

- Responsible for multiple projects and project managers for various Systems Integration projects.
- Focused on closing new business and managing mid-sized integration projects of $500K-$5M.
- Developed initial project plans and all estimates for bids to prospects. Owned delivery responsibility including recruiting team and coordinating subcontractors and vendors.

Field Unit Manager (1989-1990)

- Responsible for the Technical Workstation team.
- UNIX and VMS-based workstation sales across the Philadelphia area.
- Entirely new business for Digital. Grew revenue from $0 to $6M in two years. Achieved goals and metrics.
- Led team of 8-10 sales and technical engineers.

Technical Sales (1981 – 1989)

- Two time DECathalon (top 10% of sales reps in world) winner. Consistent DEC 100 winner.
- Varied assignments, with special focus in the Laboratory Data Products market.

Account Manager for duPont Experimental Station grew revenue from $2M to $15M+ in 3 years.

Leeds & Northrup Company
1979 - 1981

Project Engineer (1979 – 1981)

- Hardware and firmware design and development.
- Built Local Area Network controller combining Token Ring and Ethernet technology to have guaranteed delivery and polling in a process control environment.
- Chosen as replacement for Chief Architect of the CP5400 – an entire CPU designed and built by Leeds & Northrup to emulate the Xerox Sigma 7 in ECL logic.

Awards

- JBoss Leadership Award 2004.
- ComputerWorld Top 100 Innovators 2002.
- US Airways Top 500 Flyer 2001.
- Bluestone Software MVP Award, presented to the Software Development Organization 1999.
- Bucknell Athletic Hall of Fame.
- Moorestown Oktoberfest Apple Pie Champion 1998.

Education

- Temple University, MBA Finance, 1984.
- Bucknell University, Bachelor of Science Electrical Engineering, 1979.
  - Tri-Captain Cross Country & Track teams, All Conference, All East, in both.
  - Hall of Fame.

References

Available upon request.