

INGRID ROSTEN

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With over 20 years in a Silicon Valley high tech environment my objective is to bring my business development, marketing and training passion and skill to a high level, international, project management team.

Specialties:

Business Development

Special Program Advocacy and Advice

Marketing Design & Implementation

Project Management and Negotiations

Sales and Promotions

Customer Service Management

International Business Incubator, Managing Director/Co-Founder, San José, CA

1995 - 2005

Responsible for a business incubation center hosting up to 30 international technology firms looking to break into US markets achieving more than \$3M in investment for the center. Manage initial marketing and sales process meeting face-to-face with potential clients taking it through the due diligence process, by review of the business plan to understand the viability, and final acceptance. Viewed as a trusted advisor working directly with clients day-to-day mentoring includes providing advice, strategy, mentoring and introductions to Silicon Valley professionals (bankers, lawyers, investors, etc.) in support of expanding the young business while anticipating evolving business needs and processes. Over 600 companies have been brought to the U.S. through the center, providing the City of San José with over \$89M in taxable revenues. Work on special programs to include business incubation development and developer and management training. Personally assisted 8 governments to set up Silicon Valley incubation operations to include locating and negotiating leases, hiring and training staff, education on entrepreneurship and on-going support. Met with over 3,000 international delegates from the business, academic and governmental sectors, providing key information on Silicon Valley, economic development, and business operation in the US. Creator and current manager of a business advocacy program, The Internship Program, designed for students and clients (governments, investor, consultants and businesses) in support of business development and working with world renowned business schools – mainly with MBA and other graduate degree candidates. Over 200 internships have been managed to date. Guest lecturer to numerous specialty MBA courses and conferences, largest audience over 1,000 high level government, business and academic representatives – economic development being the primary purpose and topic. Oversees operations and vendor relationships from landlord lease negotiations to data management support including, contract negotiations and proposal creation. Carry fiscal management oversight and liaison

Chair, Silicon Valley International Council 2001-04

International Chair, San José Chamber of Commerce 2001-03

Advisory Board Member, Silicon Valley Ink

AIIESEC advisor and partner

Round Table Pizza, Marketing Director, Los Altos, CA

1993-1995

Directed the marketing team to develop and maintain several marketing programs designed to promote an eight-restaurant franchise. The new programs resulted in a major increase in profits through expanding markets in schools, non-profit organizations, corporations, and the general public. Created, produced and presented Customer Service training for all restaurant staff. Managed the Customer Service department. As a member of the Executive Marketing Committee for the Round Table Pizza Franchise Corporation, participated in creation and implementation of new marketing strategies for Round Table Pizza as a whole. Instrumental in the creation of the first Round Table Pizza on-line ordering system.

The Perkins Group, Director of Special Programs, International Business Exchange Programs, for Hewlett Packard, Palo Alto, CA

1991-1993

Managed department that offered HP internal program of off-shore engineers for national HP projects. Developed and implemented high tech business and cultural exchange programs, offering engineering in support of marketing initiatives between US companies and foreign technology-based organizations. Was responsible for relocating, training, acculturating and advising approximately 400 engineers per year throughout the US for Hewlett Packard while acting as liaison between managers and engineers.

TECHNICAL SKILLS

CardScan 5.0, Contact (database)

Roxio EZ CD Creator 5

MS Office (Word, Excel, Ppt. Outlook)

Norton AV 2004

Quick Books 2003

Adobe Acrobat 5.0

Countries Lived, Worked and Studied in, language skills for each: England, France, Spain, U.S.