

## STEVE SHU – PRINCIPAL CONSULTANT

Steve Shu provides management consulting and business development services and has over sixteen years of industry experience with specialties in business strategy, marketing, new product introduction, high-tech, and venture situations. Prior to these efforts, Steve has held a number consulting, interim management, and management roles, including as a principal consultant and practice leader with Nortel Business Consulting, Vice President of Operations and Business Development for FiveSight (acquired by Intalio), COO for 21Publish, and management consultant with Pittiglio Rabin Todd and McGrath (PRTM), a premier management consultancy to high-tech firms. Steve has consulted to numerous clients throughout his career from startups to Fortune 500 companies.

Selected consulting engagements and experiences include:

- Developed business plan, services roadmap, and community economic analysis for the executives and Board of an electric utility regarding entry into the broadband wireless business
- As part of 3-person team, worked with VP of Business Development to define the business and IT specification requirements (and host initial JV partner meetings) for a multi-hundred million dollar wireless telecommunications joint venture in the UK
- Served as Vice President of Business Development of software company and raised Series A corporate venture capital round from Union Pacific Corporation (NYSE:UNP), leading business plan development, financing structure, negotiations, and infrastructure and legal documents
- Worked with marketing and operations executives of a cable company to perform competitive market analyses and develop marketing plan and services portfolio/roadmap for introduction of mobile virtual network operator services
- Established strategic vendor relationship, agreement terms, and support infrastructure to help company expand geographic footprint and acquire initial, lighthouse customers in Japan for workflow software
- Served as interim COO for Internet social media company and defined and negotiated first customer and distribution agreements with major publishing/media company
- Assisted Chief Strategy Officer in major carrier to analyze and prioritize the deployment of a multi-hundred million dollar telecommunications infrastructure rollout
- Helped Executive Vice President to define and operationalize a new line of business for a large telecommunications infrastructure player and served as interim VP from conception through nationwide pilots, operational readiness reviews, and first regional rollout until permanent general manager hired
- Assisted a Tier 1 carrier with its business and technology strategy around point-to-multipoint versus point-to-point microwave technologies, financial analysis, & spectrum valuation
- Helped COO of an insurance processing company both to conduct a third-party diagnosis of operational process and organization breakdown in customer care costing tens of millions of dollars in lost business for operating company and to introduce new metrics, reporting, process, and control structures
- Assisted a Tier 1 service provider with its technology asset strategy and evaluation of the business case for expanding into metro Ethernet and corporate data services market
- Worked with CEO of multi-national division with product ideation, product definition and functional specification creation, and competitive analysis for new overlay operations and information services product in healthcare space
- Helped President of a Leasing Business to evaluate and structure a two-year buyout and renegotiation program for real estate leases by designing a program to quantifying individual business case for thousands of properties and establishing initial processes (e.g., negotiating guidelines, call scripts, worksheets, and organizational structure) for the program

Steve holds an MBA from the University of Chicago (concentrations in finance and organizational behavior) and both an ME and BS in Electrical Engineering from Cornell University. He is also an Assistant Professor of Marketing at Irvine University with special interests in brand management & social media.