

Brian A. C. Steel

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SUMMARY

- More than 30 years of executive and board-level roles in a range of technology-related companies, from venture-backed start-ups to established public corporations, in both high growth and decelerating markets.
- Proven general management success throughout the U.S., Europe, and Asia, including operations, executive recruiting, market development, joint ventures, M&A, corporate development & strategy, and finance.

PROFESSIONAL EXPERIENCE

University of California, Berkeley 2011 to present

Director, Cleantech to Market in the Energy Institute at Berkeley-Haas, an interdisciplinary graduate student program providing technology evaluation, market research and identification of initial target markets, refinement of performance targets, competitor assessment, and framing of commercialization pathways for promising early-stage cleantech innovations from leading universities and national labs.

Energy Sector Advisory Roles (both current and prior) 2011 to present

Member of the Board: Commonwealth Energy Fund, Center for Innovative Technology

External Advisory Board: Wells Fargo Innovation Incubator (with National Renewable Energy Laboratory)

Instructor: National Science Foundation Innovation Corps (iCorps)

Governing Partner: Clean Energy Advantage Partners

Advisor: Berkeley Energy Climate Institute, Berkeley Startup Cluster, and Renewable Energy Trust

Consultant: Department of Energy (SunShot, technology commercialization and renewable energy finance)

PG&E Corporation, San Francisco, CA 2009 to 2011

Vice President, Corporate Strategy & Development. Led first strategic investments for utility holding company in a decade, closing \$400 million in tax-equity project financing in solar PV assets valued at nearly \$1 billion. Built group generating \$36 million in annual after-tax profits. Featured speaker in more than a dozen industry events and a PG&E public event "Ambassador." Worked with American Council on Renewable Energy to educate members of U.S. Congress. Promoted to corporate officer after one year.

VoloMedia, Sunnyvale, CA 2007 to 2009

President & CEO. Recruited for turnaround of the leading provider of advertising and reporting platform for portable media, from podcasts played in iTunes to video streamed to iPhones. Granted patent that read directly on key Apple functions, but insufficient resources prevented successful patent enforcement.

Pandora Media, Oakland, CA 2004 to 2011

Board Member and Chairman, International. Initially recruited as CEO, served on the board of directors of the Internet streaming music leader for eight years through its IPO. Represented Pandora in its initial international market expansion, hiring a leadership team in Europe and creating a joint venture in Asia. Successful IPO at \$2.6 billion in June 2011.

Yahoo!/Overture Services, Pasadena and Sunnyvale, CA 2003 to 2006

President, International. Hired to assume Overture's CEO role; however, company then sold to Yahoo! for \$1.6 billion in July 2003. Remained to run search marketing business outside the U.S., including building an 800-person global organization, expanding from five to 21 countries, increasing revenue from \$100 million to a run rate of nearly \$1.5 billion by the end of 2005 and reversing a large operating loss.

Idealab, Pasadena, CA 1999 to 2003

Managing Director. President and CEO of Idealab Silicon Valley (promoted from initial Chief Operating Officer role). Recruited and directed a team of 40 business and technical professionals for Idealab's first expansion office. Responsible for creating, developing, and mentoring early-stage technology companies.

On Command Corporation, San Jose, CA

1996 to 1999

President, Chief Operating Officer, and Board Member. Acquired primary competitor (SpectraVision), took combined entity public, then led the world's largest provider of information and entertainment services for the lodging industry, with 1,000 employees serving guests in one million hotel rooms in over 100 leading chains in 22 countries. Introduced new digital product platform and improved operating profits by 81% over three years, doubling the market value of the company to \$600 million. Received "Technology Fast 500 Award" from Deloitte & Touche in two consecutive years.

SBC Communications (successor to Pacific Telesis Group), San Francisco, CA

1993 to 1996

Executive Vice President and Chief Financial Officer, TELE-TV. Led the formation of a national media venture among three Regional Bell Operating Companies. Moved to executive office in New York as senior company officer responsible for corporate strategy, business development, finance, and accounting.

Vice President, Strategic Development, Pacific Telesis Video Services. Managed strategy and business development in association with deployment of statewide broadband network, with emphasis on video-on-demand services, as well as wireless broadband initiative. Also served as General Manager of Pacific Telesis Electronic Publishing Services, supervising a staff of 25 professionals.

Executive Director, Corporate Development, Pacific Telesis Group. Structured alliances and managed joint ventures. Responsible for the economic oversight of the consumer broadband initiative and coordinating related program management.

Shearson Lehman Brothers (acquired by American Express), New York, NY

1986 to 1992

Senior Vice President, Real Estate Merchant Banking Group. Responsible for structuring, portfolio management, and capital commitment oversight for projects with an aggregate value of more than \$600 million. Managed 40 on-site personnel. Youngest Senior Vice President in company history, promoted from First Vice President at EF Hutton following acquisition in 1987.

The Rossi Group, San Francisco, CA

1984 to 1986

Executive Vice President & Chief Operating Officer. 3,000-employee, nationwide developer of hotels, resorts, and luxury residential properties. Promoted from Director of Development after six months.

Lightner & Steel, San Francisco, CA

1983 to 1984

Principal. Acquired, financed, and syndicated commercial and multi-family residential real estate.

Marakon Associates, San Francisco, CA

1981 to 1983

Associate. General management and corporate strategy consulting for Fortune 500 client companies.

EDUCATION

Duke University, Durham, NC, B.A., Economics, *magna cum laude*, 1981. Angier B. Duke Scholar (full academic scholarship). Graduate-level work in corporate strategy (Duke University), international marketing and finance (Pacific Asian Management Institute), and negotiation (Harvard University).

BOARD/ADVISORY POSITIONS

Former member of the board of numerous Internet/technology companies, including: [Airwave Wireless](#) (NASDAQ: ARUN / NYSE: HPQ), [Care2](#), [Cars Direct/Internet Brands](#) (NASDAQ: INET), [Commission Junction](#) (NASDAQ: VCLK), [Cooking.com](#), [Desktop.tv](#), [Dial Directions](#), [Discern Communications](#) (NASDAQ: MSFT), [eLease](#), [eVoice](#) (NYSE: AOL), [MeeVee](#), [Omnilux](#), [On Command](#) (NASDAQ: ONCO), [Pandora Media](#) (NYSE: P), [Qlip Media](#), [Krugle](#), [Sameday Technologies](#), [Scan Mobile](#), [Sharpcast/SugarSync](#), [Spun.com](#), and [VoloMedia](#).

Early-stage investor, including Back to the Roots, Birdies, LiveOps, MusicNow, Panera, and Powerset (sold to Microsoft).