

# TODD MATTHEW FITCH

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## EDUCATION

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**Masters of Business Administration**, Berkeley-Columbia MBA Program (UC Berkeley/Columbia University), 2005

- Academic Representative/Class President
- Recipient, Distinguished Service Award
- Dean's List (all eligible semesters)

**Bachelor of Science, Computer Science**, San Jose State University, (Dean's Scholar), 1988

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## TEACHING EXPERIENCE

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**Lecturer**, University of California, Berkeley, Haas School of Business, 2010 – Present

- Intermediate Microeconomics

**Adjunct Professor**, University of San Francisco, Economics Department & College of Business and Professional Studies, 2009 – Present

- Principles of Microeconomics, Principles of Macroeconomics, Economics for Managers

**Graduate Student Instructor/Lecturer**, UC Berkeley, Haas School of Business, 2005 –2010

- Intermediate Macroeconomics, International Business, International Trade, M&A
- Cheit GSI Award: Honorable Mention (2008), Winner (2009)

**Assistant Karate Instructor**, JKR Okaigan Dojo, 1996 – 1999, 2007 – Present

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## CORPORATE EXPERIENCE

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**TROOVAL, INC, San Mateo, California**

**October 2009 – Present**

*Trooval is the premier predictive analytics company for the fractional ownership industry.*

**Vice President**

As with any startup, roles change frequently. I have led our engineering and client services groups and currently am head of operations. In my various roles, I've had responsibility for our software, IT infrastructure, accounting, pricing, and anything else that needed to be done. In my operations role, I make sure that our products work, that clients are on boarded, that we deliver world-class service, and that our sales process operates smoothly. In short, I'm responsible for making sure that everything at Trooval is working properly and for continuing to improve the way we do business. I started when there was one client and no revenue. With my help, leadership and teamwork, the company has grown to over a \$1MM business.

**INTUIT, INC, Mountain View, California**

**2002 -- 2009**

*Intuit is the leading provider of software and services for financial management for small businesses, accounting professionals, and consumers.*

**Senior Manager - Group Engineering Manager**

At Intuit, I led various engineering teams across multiple business units. My major roles were in quality engineering where I had teams ranging from local, six-person groups, to geographically dispersed, 90-person organizations. At different times, I was the overall quality leader for both the Quicken and QuickBooks teams. My main responsibilities were in developing, executing on, and evangelizing quality and engineering processes that aligned with business goals.

For the Small Business Group, I was responsible for managing and developing the relationship with Intuit's major outsourcing partner in India and I restructured the working procedures to more effectively leverage the partner's expertise resulting in higher quality and lower costs. I served on multiple company-wide engineering and process groups that developed and disseminated best practices across Intuit.

## TODD MATTHEW FITCH

There are two projects I am most proud of. One increased efficiency and organizational capacity by 50%+ and reduced costs by 67% while at the same time improving quality. The second increased testing capacity by over 200%. Both projects allowed the business to do more in shorter time periods with greater quality of the output.

### **OMNICELL, INC, Palo Alto, California**

**1998 -- 2002**

*Omnicell provides materials and medication management solutions for healthcare providers, primarily hospitals and long-term care facilities.*

#### **Senior Manager**

In my time at Omnicell, I led multiple teams in all aspects of product development including product and requirements definition, development, deployment, and support. My largest and most important role was leading a cross-functional team of development, QA, product management, and marketing that turned around a stalled data warehouse product, where we increased sales and installations by over 300%. I was also fortunate to have worked on a business development team, evaluating market potential and technologies, and performing due-diligence for possible acquisitions.

### **CENTIGRAM COMMUNICATIONS CORPORATION, San Jose, California**

**1992 -- 1998**

*Centigram was a major voice mail system and IVR manufacturer.*

#### **Systems Design Engineer, Manager, Distinguished Engineer**

I founded and developed the group that delivered test tools and automation to the company. The team developed in-house, custom tools for voicemail systems as well as the test automation for the products. In this role, I was both a manager leading and developing the team as well as an individual contributor, developing software, processes, and training courses. I became an expert in various telephony protocols and hardware systems.

Later, I was one of the founders of an internal “startup” that developed and delivered a unified messaging product on Microsoft Exchange and Windows NT. My primary role in that group was as an architect and software engineer, I also coordinated and directed all competitive product analysis

### **ROLM SYSTEMS, INC. (IBM, Siemens), Santa Clara, California**

**1988 -- 1992**

*ROLM was a leading provider of PBX telephone systems and voice mail systems.*

#### **Engineer Trainee - Staff Engineer**

At ROLM, I held various engineering positions in both QA and Software Development, encompassing the full software development lifecycle from creating documentation through final system test. I worked primarily on the development and testing of PBX switches. My main area of expertise was in performance testing and I spent a year at the Siemens site in Munich, Germany, leading the effort to develop a performance engineering and testing center there. For my contributions, I was awarded two Director's Excellence Awards and two Outstanding Technical Achievement Awards.

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## **PATENTS**

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- 5,557,539 – Apparatus and Method for Testing an Interactive Voice Messaging System
- 5,633,909 – Apparatus and Method for Generating Calls and Testing Telephone Equipment
- 7,725,387 – Method and System for Management of Financial Accounts
- 7,761,381 – Method and System for Approving of Financial Transactions
- 7,809,622 – Method and System for Generating an Employment Metric
- 7,860,746 – System and Method for Determining Paid Taxes
- 7,877,402 – Method and System for Providing Network Search Results Based in Part on a User's Financial Data
- 7,882,028 – Systems and Methods for Credit Card Fee Calculation
- 7,930,243 – Method and System for Management of Financial Accounts
- 7,949,546 – Method and System for Providing Family Medical History Data
- 7,966,199 – Method and System for Identification of Geographic Condition Zones Using Aggregated Claim Data
- 7,966,216 – Method and System to Identify and Target Consumers Based on Their Spending Behavior with Respect to Supplementary Income
- 7,970,658 – Systems and Methods for Item Valuation and Marketplace
- 40+ Patents Pending

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## PUBLICATIONS

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Jerry Gao, Karen Kwok, & Todd Fitch. “Modeling and Analysis for Software Installation Testing.” Presented at *Role of Software Architecture for Testing and Analysis*, 2007

Jerry Gao, Sujana Tirumalasetti, Chien-Pin Hsu, Yip Cheong, Anne Colendich, & Todd Fitch. “Software Installation Validation Using a Model-Based Approach.” Presented at *The Nineteenth International Conference on Software Engineering and Knowledge Engineering*, 2007

Todd Fitch & John Ruberto. “Building for a Better Automation Future - One Company’s Journey.” Presented at *VERIFY 2007* and *Pacific Northwest Software Quality Conference*, 2007

Todd Fitch. “Centralized vs. Decentralized Test Automation.” Presented at *STeP-IN Summit 2008* (Bangalore, India)

Jerry Gao, Karen Kwok, & Todd Fitch. “Model-Based Test Complexity Analysis For Software Installation Testing.” Presented at *20th International Conference on Software Engineering & Knowledge Engineering*, 2008

Todd Fitch. “Leveraging Partnerships”, Intuit Create the Offering Forum, 2008

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## AFFILIATIONS

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- Member, Advisory Council, Computer Engineering Department, San Jose State University
- Member, Beta Gamma Sigma Honor Society
- Member, American Economic Association
- Commissioner, City of Santa Clara Planning Commission, 2006 – present