

**Ernie Costello**  
M: 925-352-3961  
[efcostello@yahoo.com](mailto:efcostello@yahoo.com)

## Corporate Development

### SUMMARY

Corporate Development Executive with consistently successful track record of creating and executing wise and effective growth strategies for high technology companies. Strong, ethical leader with a passion for developing and implementing holistic strategy opportunities and processes to enhance product and business value.

Exceptional analytical skills for examining industries, competitors, partners, and how businesses make money.

Expertise includes corporate and business strategic planning, venture funding and M&A, strategic marketing and partnering, scenario planning, licensing, internal innovation processes and Make-Buy-Ally decision-making.

### PROFESSIONAL EXPERIENCE

**eSilicon**, Sunnyvale, CA 2009 - Present

***Director, Business and Corporate Development***

Create and manage strategy development, M&A activities, new business creation, and market analysis.

Create financial modeling and board evaluations for new business opportunities and led Deal Team for the acquisition of a Vietnam-based IP company with 200 employees.

**Xilinx**, San Jose, CA 2001 - 2009

***Sr. Manager, Corporate Development (2007 - 2009)***

Developed deal flow, analyzed potential portfolio companies and placed equity and debt financing via the Xilinx Corporate Venture Funds. Advanced corporate and business strategies through M&A and internal venturing. Maintained relationships with internal executives, technical experts, venture capitalists and investment bankers to increase technical and marketplace knowledge.

- Negotiated licensing agreements with strategic partners and portfolio companies to improve ecosystem solutions
- Placed \$2M of equity and debt financing with early stage companies
- Developed strategic value metrics for investment/negotiation with portfolio-leveraging value of \$200M+
- Created Corporate Development University Program for Graduate Business Schools

***Sr. Manager, Corporate Strategy (2004 - 2007)***

Led corporate and business unit strategy development processes with CEO, GMs and functional group VPs. Facilitated, created and managed company-wide communication of strategies. Developed and provided training and tools supporting the strategy development process.

- Oversaw strategy development from 1996 - 1999 (via Focus, Inc.) and from 2001 - 2007
  - Xilinx market share grew from 25% to >50%
  - Revenue CAGR of 15%
- Implemented Ecosystem Strategy to build solutions with strategic partners
- Created Scenario Planning process to build alternative strategies around key industry inflection points
- Developed Strategic Projects: Low Cost Program, Low Power Initiative, Vertical Market Programs

***Sr. Manager, Business Unit Strategy (2001 - 2004)***

Led business unit strategy development processes with Business Unit General Managers and functional group Vice Presidents of Xilinx. Developed and incorporated rapid cycle time strategic thinking into the long-range plans and processes of the company.

- Implemented Operational Planning process to create annual budgets from long-term strategies
- Educated GMs with Financial Corporate Model to improve budgeting and planning
- Developed Key Strategic Projects: Fab Strategy, Gross Margin Modeling, Business Forecasting

**Zamba Solutions**, Pleasanton, CA 1999 - 2001

***Director of Field and Strategic Marketing (2000 - 2001)***

Developed and disseminated customer and competitive intelligence for use by sales, delivery and corporate marketing. Worked with VP Marketing to create the overall marketing strategy and led program implementation.

- Led the development of customer segmentation (industry, technology, geography, etc.) and CRM needs analysis for existing and prospective clients
- Created client intelligence database to enable knowledge sharing among project teams
- Provided vertical market expertise and developed client case studies in industries such as software, telecommunications, healthcare, defense, and aerospace to assist sales in key client accounts

**Zamba Solutions** *(Continued)*

1999 - 2001

**Principal, Strategy Practice** (1999 - 2000)

Led development, marketing, sales and delivery of client engagements for CRM strategy development and implementation. Managed engagements that included all functional areas of CRM strategy: sales, marketing, customer service, and technical support. Provided thought leadership for the company through speaking engagements and articles. Major clients included Macromedia, BestBuy.com, Hewlett-Packard, Intermedia, and PrimeCo.

- Created CRM Strategy Practice including sales collateral, process development, and knowledge management around CRM strategy
- Grew practice from zero to \$1.5M+ in direct revenues and \$6M+ in follow-on engagements in less than one year

**Focus, Inc., Palo Alto, CA**

1994 - 1999

**Vice President** (1997 - 1999)**Project Manager** (1994 - 1997)

Marketed, sold and delivered client engagements for business and corporate strategy development and implementation. Worked with CEOs and their executive teams on all aspects of business and corporate strategy including business portfolio decisions, marketing, production, finance, research and development, human resources, organizational structure, and systems.

Served a broad range of industries including financial services, healthcare, software, computer, capital equipment, semiconductor, analytical instruments, professional services, and aerospace industries. Major clients included Xilinx, Sun Microsystems, Hewlett-Packard, Hexcel, Loral, and Cardinal Health.

**Loral Corporation, Loral Space and Range Systems, Sunnyvale, CA**

1989 - 1994

**Sr. R&D Engineer, System Test and Evaluation****AIL Systems Inc., a subsidiary of Eaton Corporation, Edwards, CA**

1985 - 1989

**Manager of Installation & Checkout Operations and Support Programs****EDUCATION****Santa Clara University, Santa Clara, CA****Leavey School of Business**

**M.B.A.** - Graduation with Distinction June 1993

Emphasis on marketing/management in innovative, high tech firms

Member of Beta Gamma Sigma, National Honor Society for business students

**Duke University, Durham, NC****College of Engineering**

**B.S.E.E.** - Graduation May 1985

Double Major: Electrical Engineering and Computer Science

*Lab Instructor and Teaching Assistant*, Dept. of Engineering, Durham, NC

**RECOMMENDATIONS**

<http://www.linkedin.com/in/erniecostello>