

## Demonstrated Track-Record

### Thriving Entrepreneur

Built, Led Service Practices  
 Setup New LoB's with P&L  
 Optimized 75+ Businesses  
 Nurtured Six Startups  
 Grew Revenues & Profits  
 Priv-Eqty IPO M&A veteran  
 Created IP, Demand, Value

### Seasoned Executive

Thought-Leader, IP Creator  
 Practice-BUILDER & Leader  
 CxO's Trusted Advisor  
 Go-to-Market Strategist  
 Company Spokesperson  
 Business Services Marketer  
 Rich soft-skills and Rolodex



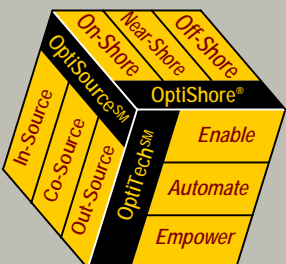
Delivered Business PiE<sup>SM</sup>

Advised and assisted  
 75+ Fortune Global  
 500, SMB & Startups

*Delighted clients include*

- Apple, Inc.
- BearingPoint
- Bharat Forge
- Cisco Systems, Inc.
- Commonwealth of PA
- DARPA
- Deutsche Telekom
- Exide Technologies
- Frito Lay
- Fujitsu
- i2 Technologies
- IBM
- Kraft Foods
- LG
- Mack Truck
- McDermott Intl.
- NXP Semiconductor
- On Semiconductor
- One Touch (Hughes)
- Oracle
- Philips Electronics
- Smurfit-Stone
- ST Micro
- Sun Microsystems
- Toyota Motor
- US Dept. of Defense
- US Navy
- Zoran Corp.
- + tens of SMB's  
and Venture Startups

Optimized Businesses



## Proven Expertise

### Subject Matter Expert

Business Model & Strategy  
 Performance Optimization  
 Innovation & Growth  
 Business- & IT- Advisory  
 Demand & Supply Chain  
 Outsourcing & Offshoring  
 Web 3.0 & Enterprise 2.0

### Industry Luminary

Manufacturing & Semicon  
 Electronics & Telecom  
 Software & Services  
 Media & Entertainment  
 Industrial & Automotive  
 Government & Education  
 Retail, Consumer & Food

## Customer Praise

"Praveen has become my trusted advisor and a confidant. When evaluating new business ventures, launching strategic initiatives, or developing financial and operating models, I find his out of the box thinking, fresh perspective, methodical approach, and pragmatic advice invaluable."

Daryl Magana  
 Partner, Cybernaut Venture Capital



## Professional Highlights

Praveen is a seasoned executive, thriving entrepreneur, & a proven expert with a 17-year demonstrated track-record of building, growing & optimizing businesses of all sizes across multiple industries and countries.

As the Principal at Mobity LLC, a boutique consulting & angel investment firm he founded in 2002, Praveen has nurtured six startups from concept through revenue, and improved performance of Large & SMB enterprises.

As VP of Strategy & Practice Leader of Supply Chain LoB at Quovera, a boutique technology integrator, Praveen helped grow revenues by 700% [from \$7 to \$50 million] in three years. He secured \$27 million in private equity venture capital at \$220 million valuation, prepared for IPO, and conducted M&A due diligences. As a Client Partner, he sold, managed, and delivered \$10 million strategy & implementation engagements. He also founded, P&L managed, & built a 25-consultant Supply Chain LoB.

At BearingPoint (KPMG Consulting), as SCM Thought Leader, Praveen shaped go-to-market strategy, created IP, sold & implemented Advanced Supply Chain Planning Systems worldwide, and managed the i2 alliance.

As General Manager & Chief Engineer at Iacocca Institute (a not-for-profit engineering and management consulting service provider at Lehigh Univ.), he directed overall operations, approved budget and supervised 40+ staff.

He also held line as well as staff positions in Philips Electronics, India.

A highly networked, renowned thought-leader and spokesperson with rich soft skills and rolodex, Praveen is lauded for his passion, vision, integrity, creativity, teamwork, attention to detail and persistence. He holds a M.S. in Manufacturing Systems Engineering from Lehigh University (USA) and a B.S. in Mechanical Engineering from University of Pune (India).

"Praveen has a great ability to make you think deeply about your strategy, and helps immensely in defining your business plans. He has excellent knowledge of market and market dynamics, and adds tremendous value from concept to implementation to launch."

Shahram Moradpour;  
 Director, Marketing, EMC

"Mobity has provided hard-hitting practical strategy and business model consulting for us. Praveen asks the tough questions and provides cost effective solutions that make business sense. There is no way we would be achieving what we are today achieving without Mobity and Praveen."

Shannon Vincent,  
 CEO, Renew Group

"Praveen's domain expertise of the high-tech supply-chain is without peer. He provided guidance on supply chain best practices, and helped optimize architecture of our business intelligence solution at a High Tech OEM. Our client was equally impressed with his domain expertise and business & technology insights."

- Greg Herrera,  
 Managing Partner, Merador, LLC