

Chris Twyman

Brookline, United States

www.zapoint.com/zap/Mallard

Personal Summary

Born in the UK, Chris started his technology career in telecommunications, where he was a financial analyst for Telstra, in Australia. After that he joined Sybase where he defined and managed product development for their telecoms product range. Chris then joined Computer Associates to manage the marketing team for their database products. During this time Chris was on the divestment committee for a business unit that was sold to a Private Equity team in California. Chris founded Zapoint after seeing an opportunity to improve efficiency in the way everyone manages HR processes. He pulled together a team of Mathematicians, HR and Recruiting executives to build the industries first objective measurement tool for evaluating people. Launch in 2008, Zapoint has attracted both large and small customers in Europe and North and South America. Chris has a Bachelors degree in Civil Engineering and a Masters degree in International Marketing along with an MBA from the ADL School of Management.

Experience

Working	14 years, 8 months
Education	4 years, 11 months

Top 10 Skills

product marketing, Enterprise software, Start-up, Internet, Solutions Marketing, Sales, budgeting, Market research, forecasting, Web 2.0

Professional

CEO

Zapoint, Inc., Chris Twyman's Department (Cambridge, United States)
August 2008 - Now (Full time)

Founded and raised first significant round of investment in June 2007. Zapoint has a premier advisory board and multiple revenue stream opportunities.

Director

CA, Solutions Marketing (Boston, Massachusetts, United States)
December 2005 - June 2007 (Full time)

Responsible for CA's Governance, Risk and Compliance go-to-market strategy. This included situation analysis, marketing strategy, channel strategy and internal communications.

Director Product Marketing

CA, Product Marketing (New York, New York, United States)
August 2004 - December 2005 (Full time)

VP

Tibco, Product Marketing (London, United Kingdom)
May 2002 - August 2003 (Full time)

Responsible for the re-branding of the the Staffware workflow suite. This included analyst relations, go-to-market, pricing strategy and internal

communications.

Founder

Urban Fox, Executive (London, United Kingdom)

June 2000 - June 2002 (Full time)

_ Founded Urban Fox in 1998 as a vehicle for automating key processes in the wholesale departments of large telcos.

_ Generated significant interest from prospects such as Worldcom, Cable & Wireless, AT&T and BT. All of whom could see the financial / technological benefits of the solution.

_ Completed the product in 2002 (using own funds). Due to market conditions the product is currently in hibernation.

Director EMEA

Sybase, Product Marketing (London, United Kingdom)

May 1999 - May 2002 (Full time)

Business Solutions Manager

Telstra, marketing (London, United Kingdom)

July 1995 - May 1999 (Full time)

Educational

MBA

Hult International Business School, (Cambridge, Massachusetts, United States)

August 2003 - August 2004

Graduated with Distinction

MA Marketing

Guildhall, (London, United Kingdom)

September 1997 - July 1998

Focus on international marketing strategy

B.Sc Civil Engineering and Quantity Surveying

University of Wolverhampton, (Wolverhampton, United Kingdom)

September 1992 - July 1995

Focus on large and complex international civil projects

Personal

Boston Marathon

September 2005 - April 2006

Completed in 4 hours and 35 mins

Boston Marathon

September 2004 - April 2005

Completed in 4 hours and 25 mins