

Brian Nelson

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Professional Experience

Santa Clara University, Santa Clara, CA

Current (and 2008-2013), serve as a Professor of Practice in the Leavey Business School at this private university. Lecture in accounting and finance curriculum including Financial and Managerial accounting, Corporate Financial Reporting, and Financial Analysis and Valuation. Most recently created content and instruct financial accounting course for school's 1st ever on-line MBA offering.

Identiv, Inc. Fremont, CA

Served as this publically held technology company's Chief Financial Officer from December 2013 to November 2015 and its VP Business Strategy from November 2015 to October 2016. Was responsible for all accounting, finance, legal, human resources, IT, operations, and administrative functions. Restructured the company from a dually listed U.S./European entity to a U.S. centric technology company listed solely on NASDAQ. Reduced operating costs through focused restructuring programs and divestiture/closure of non-synergistic entities. In 2014, successfully closed \$75 million of financing, \$40 million through debt facilities and \$35 million through a secondary offering.

Technology Executive Consultant, Cupertino, CA

In 2012 and 2013, provided technology companies services in strategic business analysis, financial modeling, operational process development, and capital fund raising efforts. Provided companies with accounting and operational support including financial budgeting, formulating and implementing processes, policies and procedures, period closes, and managing relationships with outside audit/tax firms. Also assisted companies in evaluating strategies i.e. merger/acquisition and strategic exits.

idOnDemand, Inc. Pleasanton, CA (Sold to Identiv, Inc., formerly The Identive Group)

In April 2011, joined this managed identity service company as Chief financial/operating officer. Responsible for all operational, finance, accounting, legal and administrative functions. Coordinated the preparation and monitoring of budgets, business plans, and forecasts. Implemented financial and operational processes and procedures to enhance customer acquisition and support, product costing and fulfillment, and operating expense stability. Prepared financial reports and strategic analysis for the Board of Directors periodic meetings. Assisted in the negotiation of the stock purchase agreement with Identive Group, managed the due diligence process, and lead post sale acquisition integration efforts.

Kleer Corporation, Cupertino, CA (Sold to Standard Microsystems)

From 2005 to 2010, served as the V.P Finance and Chief financial officer of this private fab-less wireless audio semiconductor company. Responsible for all the accounting/finance and administrative functions. Assisted in formulating strategic direction and operational execution. Developed and implemented financial and operations processes and procedures from the development stage of this enterprise through product shipment and customer support. Prepared financial reports and strategic analysis for the Board of Directors. Successfully raised \$28 mm round of venture financing and closed \$2.5 million banking facility. Established global presence, forming subsidiaries in Hong Kong, Japan, and the United Kingdom. Assisted in the negotiation of the asset purchase agreement and managed due diligence to successfully close sale to strategic public company.

Independent Consultant, Cupertino, CA

In 2004, assisted early stage companies in business analysis and financial modeling, preparing financial budget, period closes, and managing relationships with outside audit/tax firm. Assisted public companies with their SEC periodic filings (Form 10Q, Form 10K, Form 8-K, and Proxy). In addition, provided technical guidance with respect to application of Sarbanes Oxley Section 404.

Silicon Access Networks, Inc., San Jose, CA (Intellectual property sale)

From 2000 through 2003, was the VP of Finance and Corporate Controller of this private fab-less communications semiconductor company. Was responsible for all the accounting, finance, and administrative functions. Successfully raised \$39 mm round of equity financing. Developed and implemented financial/operational processes to support Company growth. Prepared the monthly and annual financial reports, various strategic analysis, and operational recommendations for the Board of Directors periodic meetings. Directed wind-down activities prior to intellectual property sale.

PlanetRx.com, Inc., South San Francisco, CA (Initial Public Offering)

From 1999 to 2000, VP Finance and Corporate Controller of this publicly held Internet pharmacy company. Oversaw finance and accounting group in daily operations, monthly closes, quarterly/annual public filings, financial planning and analysis, as well as preparing investor related material. Assisted in raising \$59 mm round of final private financing. Partnered with CFO in the Company's IPO process with underwriters and legal counsel (\$110 million IPO successfully completed October 1999).

LinkExchange, Inc/Microsoft Corp., San Francisco, CA (Sold to Microsoft)

From 1998 to 1999 was the Corporate Controller of this privately held Internet advertising company. Implemented financial and operational processes and departmental reporting to monitor and control operating expenses. Assisted in the successful merger of the Company into Microsoft, from due diligence efforts to close of transaction, and post transaction integration efforts.

UpShot, Mountain View, CA (Sold to Siebel Systems in 2003)

From 1997 to 1998, was the Corporate Controller of this privately held web based sales-force automation software company. Was responsible for all the accounting/finance and administration functions. Led search for new company headquarters and negotiated building lease. Assisted in securing second round of venture related financing as well successful closing of bank credit facility.

Ampro Computers, Inc., San Jose, CA

From 1996 to 1997, held the Corporate Controller position of this privately held computer hardware company. Was responsible for all accounting/finance and administration functions. Established new processes and controls to improve product cost and gross margins. Oversaw accounting department daily operations, monthly closes, and preparation of financial reporting packages.

KPMG LLP, San Jose, CA

From 1992 to 1996, served as an Audit Manager and coordinated/supervised KPMG LLP audit personnel in the organization and performance of multi-faceted audits, as well as support in M&A and IPO activities for this top tier public accounting firm. Emphasis was primarily on software clients in Silicon Valley (ex: Adobe, Pure Software, and Siebel Systems).

Education and Affiliations

- * Bachelor of Science with Accounting emphasis, San Jose State University
- * Graduate work - MBA, Santa Clara University
- * Licensed Certified Public Accountant, California and Member AICPA California
- * Adjunct accounting instructor: De Anza College 2005- 2009
- * Former Board Member of Parent Teacher Prayer Fellowship - Valley Christian High School