

Morris Beton

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Bio: VP of Developer Relations at Intel & Adjunct Professor at Seattle University Albers Graduate School of Business & Economics. Formerly, Noetix Corp CEO. Served in exec positions at BEA, Microsoft, IBM and Attachmate. Experience includes sales, systems engineering, software development, consulting, developer relations, business development, M&A & Grad School Education.

Seattle University, Albers School of Business & Economics: 9/8 to Present: Currently teaching “Managing Diversity” at the Graduate level and previously taught “Strategic Marketing Management” at the Graduate level.

Intel: 5/13 – Present: **VP of Developer Relations:** Manage the creation and delivery of Intel developer programs. Intel Developer program is one of the top 3 largest programs in the world, ranking second in quality amongst Google, Microsoft, IBM, Amazon.

Noetix: 8/03 – 5/13: **CEO:** Business Intelligence & Analytics company with operations in Redmond, Granite City, London & Hyderabad. Responsible for company strategic direction & operations. Accomplishments include the recovery of a financially failing company, opening the India software development center, executing the acquisition of a competing BI company, and awarded top companies to work for 2007-2012.

BEA: 8/02 – 8/03: **SVP Worldwide Channel Sales.** Responsible for global channel sales operations as well as ISV and SI developer relations.

Microsoft: 3/01 – 7/02: **VP of US Consulting Services.** \$750M professional services business.

1/00 – 3/01: **GM of Sales & Marketing / Product Management – Business Tools Division.** \$700M software business consisting of Visio, Project, and Map-Point. Responsible for product management, marketing, advertising and sales.

11/94 – 1/00: **GM of Developer Relations & Developer Tools Marketing** – focused on technology selling to the developer community and MSDN, Microsoft Software Developer Network.

Attachmate: 93 – 94: **VP of Product Development and Product Management** – responsible for the development of five product lines. Spearheaded the acquisition of DataSix out of Montpellier, France.

IBM: 77 – 93: **Business Unit Executive, Northwestern Region** – Responsible for enterprise field sales, tech pre-sales, SI & consulting.

Other: **B.A. University of Washington** (Phi Beta Kappa) | **M.A. Columbia University** (Presidents Fellowship) | **IHLC** (Co-Chair of Intel Hispanic Leadership Council for 5.5 years) | **Lead the Intel URM VP & Fellow Pipeline** (for four years) | **Intel IAGS Division Business Unit Diversity Champion Chair** (for 1.5 years) | **Former Board Experience:** served on Board of Noetix for one year prior becoming CEO. Noetix was a startup funded by Sigma Partners & Polaris Ventures.