

How Accelent Delivers Value

Accelent Marketing helps build global software companies. We accelerate time to revenue and profitability through strategic business planning, market validation, and program execution. Our customers are CEOs and marketing executives looking to better align corporate positioning, product strategy, and go-to-market plans with customer demand to accelerate market growth. We bring deep domain expertise in enterprise application and network infrastructure, business applications, BPM and analytics, development platforms and tools, internet software and services, security, partner channels, and are expanding into consumer and media-oriented technology and service markets.

Scope of Services

Accelent works with CEOs to develop business plans, to position and launch early stage companies (and re-position later stage), conduct market validation studies, and support their fund raising efforts. We often assume the CMO/VP of marketing role on an interim basis. Accelent has been successful in helping international companies get established in the US market through strategic and tactical marketing management and business development. We work with venture capital firms to help find and groom the most promising startups. We assist marketing executives in later stage growth companies with market analysis and development projects, product marketing support, and revenue acceleration through targeted demand generation programs.

- **Business planning**
 - Positioning
 - Messaging
 - Market analysis
 - Product Strategy
 - Go-to-Market Strategy
- **Market validation**
 - Survey work
 - Focus groups
 - Competitive analysis
 - Segmentation & profiles
 - Product planning
- **Program execution**
 - PR & analyst programs
 - Sales tools
 - Product launch
 - Lead generation
 - Channel programs

Accelent has three senior executive-level consultants and a team of execution professionals with a wide range of skills and experience. We can customize any assignment to fit your needs and budget.

Barbara Angius Saxby, Managing Director

Barbara Angius Saxby founded Accelent to help software companies accelerate global business and marketing strategies. She specializes in positioning, messaging and market analysis for application and infrastructure companies, both enterprise and internet. Barbara is a senior marketing executive with over 20 years in strategic marketing management and has done extensive work internationally.

Client work for public companies include and a long-term global CMO assignment for Ramco Systems (publically traded in India) and market analysis projects for PeopleSoft, Sun Microsystems and Neoforma. VP of Marketing and strategic assignments at start-up companies include Xcalia, ClairMail, Kabira, Above All Software, Bridgestream, KnowNow, Reactivity, Resonate, Netscreen, Ketera, Ravenflow, Kapow, Agent Software, Accept Software, Wakesoft, Extricity, uRoam, Taviz Technologies, Kirus, ECNet, and BrightInfo.

Prior to her consulting career, Barbara was VP of Marketing at Infoscapes and Director of Marketing for Ziff Davis (*Windows Solutions Conference and Exhibition*). She worked at Dataquest for nine years as an analyst and marketer and spent two years establishing a research division in Europe. Before Dataquest, she spent 3 years as an evaluation consultant in Rehab R&D for Stanford University and the VA Hospital. She has B.S. degrees in Psychology and Sociology from San Jose University and completed post-graduate business courses at UC Berkeley including international marketing and software venture financing.

Richard Treadway, Principal

Richard is a senior executive with over 25 years of product development and marketing experience. He is knowledgeable in all aspects of product development and go-to-market strategies with a proven track record of delivering innovative products on time and within budget. Richard's background is distinguished by a unique blend of engineering and marketing experience with an accomplished ability to get things done. As a marketing consultant Richard specializes in helping companies develop effective product messaging and positioning and is very active in developing new products and markets with Web 2.0 technologies for consumer and internet-driven companies.

His most recent interim VP of Marketing assignments include Curl, a platform to easily develop rich internet applications, and Kabira, next generation transaction processing for high-volume, internet-driven business processes. Prior to consulting, Richard served as VP of Marketing and Strategy for KnowNow, a start-up delivering enterprise syndication technologies. Richard also served as Vice President of Products at AvantGo, a leading provider of mobile enterprise software, where he was responsible for determining product direction and strategy, as well as, overseeing engineering and product management. Prior to AvantGo, Richard served as Vice President of Engineering and Product Management for BEA Systems where he led efforts in developing BEA WebLogic Portal. He held various executive management positions at SCO and Digital Equipment Corporation where he was instrumental in the creation of the X Window and Motif standards. Richard holds an M.S. degree in Computer Science from the University of Vermont and a B.A. in Sociology from Alfred University.

Andy Sayare, Principal

Andy is a senior business executive with over 20 years of leadership experience with technology companies. Andy helps accelerate the growth of technology companies as an interim VP of Marketing and strategic project work with a focus on product marketing and communications. A few of Andy's recent consulting projects include messaging and collateral creation for new products for Salesforce.com; website, collateral creation, and demand generation programs to help relaunch Ramco Systems; messaging, validation and pipeline development of new vertical markets for a real-time BI software firm; messaging and identity for several channel organizations at a large biotech; and messaging and identity for a mortgage business process outsourcer.

Prior to consulting, Andy served as co-founder and Vice President of Marketing of OuterHarbor (now Edge Dynamics), a startup that delivers channel commerce management solutions to manufacturers. Andy also served as Vice President of Marketing for RedKlay, an eCommerce platform provider for manufacturers. Andy served as both Vice President of Marketing and Director of Technical and Product Marketing for Applicast, an Application Service Provider. Prior to Andy's marketing roles, he was Director of Business Solutions for SDG, a strategy consulting firm, and Director of Advisory Services for DSCI (now Corio), a systems integrator and application service provider. Andy holds a B.S. degree in Information Systems Management from USF.

Contact Us

Please visit us at accelentmarketing.com for more information on our capabilities, approach and client testimonials. We are located in the San Francisco Bay Area but have worked on assignments around the globe. Phone: 415-459-0529 or send an email to barbara@accelentmarketing.com.