

KAL DEUTSCH
3 37th Ave, Suite 8
San Mateo, CA 94403
415.683.1414
kal@sweatangels.com

HIGHLIGHTS

- Reported to CEO and was part of senior management team at the second largest online real estate portal, managing product development, web production, and telephone sales staff.
- Designed and implemented product development process for international credit card processor.
- Managed finance and strategy function within Fortune 100 Company, developing complex financial models and business cases shaping corporate business plans.
- Independent filmmaker with short film nominated to Sundance Film Festival.
- Earned MBA from Haas School of Business at U.C. Berkeley, with emphasis in finance.

EMPLOYMENT HISTORY

SweatAngels (www.SweatAngels.com), San Mateo, CA - 2007–Present

Startup Advisor

- Served as a consultant and advisor to early- to mid-stage startups, including FusionOps, Inc., a procurement automation SaaS company, Roost.com, a real estate search portal, WiMeMe, Inc., a mobile media company, and IglooReview.com, a home improvement social networking company.

TotalMove, Inc. (www.TotalMove.com), San Francisco, CA - 2004–2007

Vice President of Product Management & Internet Marketing

- Managed product development of TotalMove and EscapeHomes websites.
- Managed design and development of intelligent lead generation, validation, scoring, and incubation system, increasing quality of leads by 40%.
- Managed design, development, and launch of call center CRM and geography-based lead distribution and management system, serving leads to real estate agents, mortgage & insurance brokers, and moving companies.
- Oversaw search engine marketing (SEM) and search engine optimization (SEO) of websites, with annual marketing budget of \$1MM. Reduced cost per lead by 68%.

Innovative Internet (www.iiSBS.com), San Francisco, CA - 2002–2004

Vice President of Marketing

- Provided web development, business strategy and e-marketing consulting solutions to small businesses, developing interactive web functionality and tools, including e-commerce enabled storefronts and online inventory management systems.
- Managed the launch of TVillage.com, a video portal, MountainWinery.com wine club and dining reservation system, and KlinkerBrickWinery.com, a search engine optimized (SEO) website.

HomeGain, Inc. (www.HomeGain.com), Emeryville, CA - 1999–2001

Vice President, Product Strategy

- Reporting to CEO, led product management and web production staff of 14 in developing online real estate tools: anonymous agent matching tool, home valuation calculator and home-for-sale listings, with \$1.4MM annual operating budget.
- Managed outbound telephone sales and service staff of 10. Developed personalized messaging and tracking program, increasing sales conversion rate by 35%.
- Managed company-wide cross-functional team to design, develop and launch *Home Search Express*, providing consumers access to Realtors' homes-for-sale databases.
- Managed development and launch of *Home Sale Maximizer*, an interactive tool allowing home-sellers to identify and quantify financial benefits from pre-sale home improvements. Received national print and television media exposure, including USA Today, Time Magazine and CNN. Achieved 180% ROI with advertising sponsorship sales.

Visa USA, Foster City, CA - 1998–1999

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Vice President, Consumer Credit Products

- Oversaw \$5MM product management budget for Classic, Gold, Platinum and Signature cards.
- Partnered with national lender to develop home equity credit card program. Product had 30% improvement in portfolio profitability, with credit loss declines and higher ROA.

Director, Strategic Initiatives Group

- Developed strategy and financial business cases for new payment solutions: smart cards, electronic cash, point-of-sale check authorization, gift cards, and wireless payments.
- Designed and managed implementation of life-cycle product development and review process and business case analytical model.

Wells Fargo Bank, San Francisco, CA - 1989–1997

Vice President / Division Finance and Strategy Manager, In-Store Banking Division

- Managed planning, forecasting, and control of \$130MM annual budget.
- Developed strategic plan for out-of-state banking expansion. Evaluated market share growth and account acquisition in key markets. Negotiated with partners across US.
- Developed and managed incentive compensation program for 900 person sales force.

Assistant Vice President, Business Planning and Analysis, Direct Distribution Group

- Developed business cases and plans for electronic "virtual bank": online banking, ATM technologies, bill payment and telephone banking, Mondex e-cash, smart card system.
- Managed eight analysts responsible for capacity planning of call center staff and telecom infrastructure. Designed and implemented staffing optimization model, with \$1MM savings/year.

Financial Analyst, Management Sciences Department

- Performed complex financial analysis on banking products: \$900MM mortgage portfolio, fixed rate options, interest rate caps and floors, stock option plans, and investments.

Price Waterhouse, San Francisco, CA - 1988–1989

Researcher/Analyst, Litigation Consulting Group

- Performed legal and financial research and analysis in cases involving breach of contract, bankruptcy, copyright infringement, business interruption, and antitrust.

EDUCATION

University of California at Berkeley

- Walter A. Haas School of Business, Masters of Business Administration
- Editor-in-Chief of *Cal Business Weekly*, newspaper serving Berkeley business school community

University of California at San Diego

- Bachelor of Arts in Management Science

COMPUTER SKILLS

- Proficient on all Apple and Microsoft Office applications, Adobe Premiere, Photoshop, Illustrator, Final Cut Pro, Sony Vegas, Macromedia Dreamweaver, Flash, and Fireworks.

ADDITIONAL

- Languages: German and Spanish.
- Independent filmmaker and video producer. Wrote, directed and produced Sundance-nominated film short, "*Behind the Startup: IceVan.Com*", the most download short at festival, and featured by Red Herring, TechTV, C-Net radio, Hollywood Reporter, Washington Post, Bravo TV, TV Guide, San Francisco Business Times, KGO-ABC 7, and iFilm.
- Produced *TVillage Indie Spotlight*, television show featuring independent filmmakers' film shorts.
- Graduate of Hollywood Film Institute independent filmmaker program.