

# Eric Anderson

Partner - Executive Operations; Interim / Fractional Chief Product Officer, Chief Strategy Officer, Chief Partnership Officer



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## RELEVANT EXPERIENCE

Eric has served as Chief Commercial Officer, Chief Partnership Officer and as a senior product strategy executive for tech VC-backed start-ups, mid-stage private equity, and for fortune 100 global public companies. During his distinguished career, he served as:

**Chief Commercial Officer, IntelliCentrics** - For this healthcare technology platform, Eric oversaw all aspects of the company's sales team, strategies and plans, including processes and systems, forecasting, modeling and presentation of financial results and leading new product and services launches. IntelliCentrics is publicly traded on the Stock Exchange of Hong Kong.

**SVP/Chief Partnership Officer, Verance Corp.** - For this leading developer of technology to measure, enhance and protect content within the entertainment industry, Eric developed the partnership strategy within the AI/personalization ecosystem and go-to-market partnerships with CE companies, chip manufacturers, brands, broadcasters, networks and content providers.

**SVP Personalization, Gracenote/Nielsen** - Eric led the personalization business focused on Automatic Content Recognition (ACR) enabled services i.e. big data analytics, interactive TV, ad/viewership measurement, 2nd screen storytelling and dynamic ad insertion (DAI) for Gracenote, a Nielsen company, the world leader in entertainment data ad services.

**VP Content, Smart Product Business Development & Partnerships, Samsung Consumer Electronics** - Eric served as General Manager responsible for Smart TV/multi-platform content licensing and experiences for Samsung Consumer Electronics America.

In addition, he has held senior sales, marketing and business development positions at firms including **Handango, Ericsson** and **Accenture**.

## EDUCATION

### Ball State University

MS, Information and Communication Sciences  
BS, Marketing and Advertising

## PERSONAL STATEMENT

I'm passionate about commercialization and personalization. My goal is to introduce CEO's and executive teams to new but simple business growth strategies and methods resulting in increased customer acquisition, reduced commercialization friction, and the ability to move further and faster than others in their category.

To be a category leader, emerging market companies must establish an equal value exchange with their customers to increase adoption and to change their emotional quotient (EQ) from "want" to "need". My extensive AI, big data, and personalization techniques increase customer experience visibility and product life-time value.

## PRACTICE FOCUS

### STRATEGIC PLANNING & EXECUTION

- Digital Transformation
- Category Definition & Positioning
- GTM Strategy
- Competitive Analysis
- Business Analysis & Modeling
- Customer Experience Definition
- Post-Acquisition Business Integration
- Compensation & Incentive Plan Design
- Big Deal Negotiations
- Partnerships & Strategic Alliances

### BUSINESS OPERATIONS & KEY INITIATIVES

- IP/Content Licensing
- Customer Acquisition & Retention
- NPS & Profitability Improvement
- Process Alignment & Optimization
- Services Design & Delivery
- SaaS/Tech Commercialization
- Change Management & Org Alignment
- High Performance Team Development
- Big Data Operationalization
- KPI Structure, Systems, Reporting & Accountability

### GROWTH STRATEGY & EXECUTION

- Growth Strategy Design
- Data Monetization
- Corporate/Business Development
- Fund Raising & Acquisition
- Persona Definition
- Behavioral Analytics
- Customer Adoption Acceleration

### PRODUCT MANAGEMENT

- Product Portfolio Definition
- Product Dev/Lifecycle Management
- Experiential Personalization

## SECTOR EXPERIENCE

### VERTICAL

- Consumer Electronics
- Advanced Media
- Telecom/Mobile/Wireless
- Managed Services
- Management Consulting

### SOFTWARE

- SaaS
- Business / Productivity Software
- Communication Software
- Automatic Content Recognition (ACR)
- OCR/AR

### TECHNOLOGY

- AI/Big Data
- IoT/IloT/Machine Learning
- Internet Service Providers
- AdTech/MediaTech
- FinTech
- HealthTech
- InsurTech/RealTech
- RecTech