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# MARK BECKFORD

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## Principal at NetBridge Communities LLC

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### Summary

As a globetrotting purveyor of international business development, I've had the pleasure of (and jet lag from) traveling to 45 countries globally. My passion is in growing new ventures and making a social impact.

In 2023, I started NetBridge Communities to maximize nonprofits' impact on their communities through marketing and effective funding strategies.

With start-ups like Hotspot Ag or industry leaders like Intel, I have had the pleasure of working through direct reports or cross-functional teams to start new business ventures in emerging markets and China.

I have an MBA from Haas Berkeley and a B.A. in economics from Pomona College, and I currently call California my home (at least for the moment).

My passions are fueled by relationships, so if I can't help you, I'm sure I know somebody who can. You can reach me at [mark@beckford.net](mailto:mark@beckford.net) and find my social media here: <http://about.me/mbeckford>.

Specialties: global business/market/channel development, corporate strategy, marketing, sales, entrepreneurship, employee development, corporate communications, business plans, social media.

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### Recommendations

Excerpts from recommendations and endorsements on my [LinkedIn profile](#).

- "Mark is a **highly-driven and energetic leader** with an impressive ability to **maximize the performance of his managers and his teams**." Former direct report Doug Findlay
- "As a result of his leadership, Mark's organization became known as **one of the strongest strategic groups in the channel** and successfully launched **breakthrough programs that are still running 5+ years later**." Former direct report Elizabeth Broers
- "Able to **work across teams and cultures** with ease, Mark continuously **raised the bar for the local (China) teams** and his ability to think on his feet resulted in **significant gains**." Former colleague Jason Fedder
- "Probably the best compliment I can give him is that if I had it to do over, **I would join his team again in a heart beat**. Great manager, **great leader**." Former direct report, John Teeple
- "Mark is a **passionate visionary who throws himself fully into anything he does**. He exudes **unbounded enthusiasm** and has an **energy level unmatched by anyone** I have met at Intel." Former colleague Carolyn Pan
- "I highly recommend Mark to any ... company looking for a person who can **set strategy and ensure it is implemented**." Former colleague James Kyle

To view the full text of the recommendations, please click [here](#). Click [here](#) for additional quotes/recommendations.

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### Keynote & Press Expertise



Press Coverage Around the ...

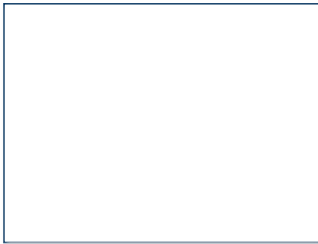


A Small Sample of Speaking ...

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### Quotes & Recommendations

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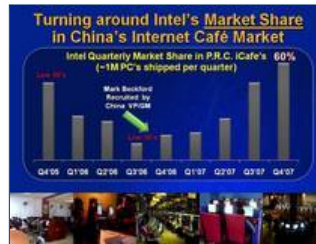


"This was Intel at its finest ...

## Work History Highlights



General Manager, Emerging ...



Managing Director, Strategic...



Executive Sponsor, Intel's W...

## My Blog



Mark Beckford CV

August 202 - present

Principal

*NetBridge Communities LLC*

NetBridge Communities helps nonprofits secure funding through marketing and increased funding. Using the latest tech tools and best practices, we develop funding strategies for nonprofits, outlining a grant roadmap that best fits their organization and programs.

Provide grant writing and grant management for all types of grants and foundations.

July 2015 - present

Founder and Co-President

*Greater Sacramento Haas Alumni Network*

Founded and established the Berkeley-Haas Alumni Network for the greater Sacramento region. Serving over 1000 local alumni, we have hosted major professional events and social mixers, and are the go-to alumni network for most major colleges within UC Berkeley (Engineering, Letters and Sciences, Chancellor's office, etc.).

May 2021 - March 2023

Senior Marketing Consultant

*Delegata, Inc.*

Developed and executed marketing and communications for California public sector clients.

- Conceived and developed a comprehensive marketing campaign for Caltrans, including launch events, strategic white papers, monthly videos, case studies, and other activities.
- Coordinated internal communications for key IT projects to increase adoption among Caltrans' 20,000 employees, including e-Signature, Internet Explorer retirement, and development of a three-year strategic plan.

July 2018 -  
August 2020

VP of Marketing

*HotSpot Ag, Inc.*

Led marketing and business development for an agricultural irrigation automation company.

- Drove a multi-year business strategy, forecast, and plan to grow HotSpot Ag into a multi-million dollar venture.
- Defined product solutions (hardware, software, and service), including roadmap, features, pricing, and positioning.
- Led all marketing activities, including branding, messaging, campaigns, website, social media, and collateral development.
- Managed company operations, including inventory, bids/invoicing, and customer relationship management systems.
- Drove channel strategy and recruiting plan for new partners, including identification, engagement, and onboarding.

March 2018 - April 2019 Director

*iHub Sacramento*

Led/facilitated the iHub Sacramento program, which the State of California created to foster and accelerate innovation and entrepreneurship in the Sacramento region.

July 2016 - June 2018 Marketing and Sales Executive

*eze System, Inc.*

Provided strategic market planning and sales for a leading cloud-based monitoring, control and automation company.

- Defined and delivered strategic marketing/sales plans for target industries including cold storage, energy and agriculture.
- Instrumental in moving company's go-to-market approach from broad channels to focused, strategic industries.

Jul 2011 - July 2016

Founder and CEO

*NetBridge Global, Inc.*

NetBridge Global is an international business development firm co-located in San Francisco, Beijing and Shanghai that helps US technology companies grow their business in China. Select client projects include:

- China partner introductions for an online social network for entrepreneurs.
- Comprehensive market analysis and market entry plan for a leading cloud file-sharing company.
- Restructuring of the City of San Francisco's China trade and investment program.

Jun 2013 - Present

Founder and Managing Partner

*TrustUS LLC*

TrustUS LLC matches qualified high net-worth Chinese investors with high-quality investment opportunities and professional services in the real estate, venture capital, education and healthcare sectors.

- Conceived business model and plan resulting in signing three Chinese investors.
- Secured U.S. and China partners and developed new channel with wealth management firms.
- Hosted investor visits to U.S.

Nov 2009 - Jun 2011

VP/GM of Greater China Sales and Marketing

*NComputing*

Responsible for establishing a team and growing and developing NComputing's sales and channels in the People's Republic of China (PRC) delivering \$600K in revenue in the first nine months of sales.

- Signed the #1 distributor (Digital China) and #1 server distributor (Power Leader) for multi-year partnership agreements, developing >50 channel partners and a quarterly pipeline > \$1M.
- Successfully negotiated and developed a strong strategic alliance with China's Central Ministry of Education resulting in a joint MOU and participation in a billion dollar, nationwide rural school computerization project.
- Secured a silicon design win with Tsinghua TongFang, the 3rd largest OEM for desktop PC's in China.

2008 - 2009

VP of Global Business Development

## *NComputing*

Developed more than 40 large deals with ministry-level government engagement, scaling business through local and strategic partnerships (e.g. Haier, Dell, LG, Cisco) and flagship development agencies (e.g. UN, World Bank).

- Defined and delivered 2009 business development restructuring, creating disciplined approach and from chaos. Doubled pipeline of deals in large education / government tenders and tripled opportunity to >\$50M.
- Resurrected and won \$1M+ education deployment in Macedonia. Revitalized local government / partner relationships; negotiated exclusive reseller agreement with a large Chinese multinational company.

Dec 2006 - 2008

### Managing Director, Strategic Business Development

#### *Intel Corporation*

Recruited by Intel China VP/GM to restore Intel's market share position in Internet Cafés, one of China's largest defined computer segments. (Share had plummeted from ~70% to ~30% in just three years.)

#### **Revenue and Market-Share Growth**

- Delivered \$80M in incremental revenue and doubled market share to 60% within one year, by rapidly developing a turnaround strategy and leading a team of 10 functional managers and 150 sales staff.
- Drove positioning, pricing, and co-marketing strategies to expand market coverage, while leveraging partner alliances to achieve 4X increase in sales coverage.

#### **Brand and Visibility Building**

Improved product preference and regained brand leadership:

- Grew positive press from 50 to 500 articles over six months.
- Sponsored 500 seminars, conferences, and training programs across >20 provinces.

#### **Strategic Alliances**

Charged by GM to setup semi-governmental consortium to influence Chinese government's energy policies.

- Steered startup of the China Electronics Energy Savings Council (CEESC), a consortium of top government, industry, and academia focusing on energy-savings policies for high-tech products.
- Built alliances with iCafé industry associations, government entities, and franchisers to align policies.

Feb 2005 - Nov 2006

### General Manager, Emerging Markets Platforms Group

#### *Intel Corporation*

**Started a new business venture** in China to build and sell computer products designed specifically for the unique challenges in developing nations.

- Delivered >500,000 PC sales in 2006, with expected annual doubling/tripling of growth.
- Grew revenue to >\$75M for 2006 with business plan to reach \$500M by 2010.
- Established HQ in Shanghai and four design centers in China, India, Africa, and South America.
- Directly managed 150+ employees in marketing, engineering, and product design, and drove >100 matrixed sales teams across 15 countries.

**In parallel, Executive Sponsor** for Intel's **World Ahead** initiative to bring computer affordability, connectivity, and education to one billion new users in developing nations.

- Built strategic plan for \$1B program that reinvigorated Intel's thought leadership.
- Launched the initiative in 15 countries with partnerships with local and global PC and software vendors, NGOs, mobile and telecommunication companies, and financial institutions.
- Drove expansion of PC training program to 10M teachers and donation of 100,000 PCs to schools.
- With cabinet-level ministers of education and information technology:

– Drove a 5 year, \$30M joint venture in China to bring PCs to 800M people in rural villages.

– Won \$12M deal for 400,000 PCs in Mexico.

– Launched Computers for All Nigerians with Nigerian President Obasanjo.

Note: Intel subsequently reorganized sales force based on World Ahead's success.

Apr 2003 - Jan 2006	<p>Chief of Staff to VP of Sales/Marketing</p> <p><i>Intel Corporation</i></p> <p>Advisor and key executive to the Senior VP (one of top 15 at Intel) in managing operations for a \$35B business / 5000-person sales &amp; marketing team. Drove strategy, planning, and ops for VP-level staff.</p> <ul style="list-style-type: none"> <li>• Drove corporate-level strategic projects, including a five-year business plan to reach \$50B in revenue and a strategic plan to expand Intel's global operations.</li> <li>• Drafted, prepared, and approved VP's internal / public communications, including keynote speeches, internal senior executive presentations, written articles, and press interviews.</li> <li>• Exposed to the inner workings of the CEO office and the entire sales and marketing organization.</li> <li>• Competitively selected for this position (an executive development program), which was instrumental to promotion to General Manager.</li> </ul>
Oct 2000 - Mar 2003	<p>Director of Marketing, Reseller Products Group (RPG)</p> <p><i>Intel Corporation</i></p> <p>Managed \$4B channel marketing business and worldwide staff of ~100 regional marketing personnel:</p> <ul style="list-style-type: none"> <li>• Achieved double-digit channel sales growth while the overall industry stagnated, growing channel's share of Intel's desktop chip revenue from ~25% to 40%.</li> <li>• Tripled the number of system builders affiliated with Intel, from 40,000 to 120,000.</li> <li>• Delivered 4X increase in emerging market cities with an Intel "presence" (from 150 to 600 cities).</li> <li>• Spiked Intel's market share from high 60s to high 70s in developing countries.</li> <li>• Drove strategic effort that tripled marketing budget in a period of major corporate budget cuts.</li> </ul>
Nov 1997 - Sep 2000	<p>Marketing Manager, Worldwide Server Channels</p> <p><i>Intel Corporation</i></p> <ul style="list-style-type: none"> <li>• Led worldwide marketing campaigns and programs to grow server channel business.</li> <li>• Drove a 10X growth in Intel's server channel business worldwide from 1997 to 2000.</li> <li>• Promoted in 1999 to manage the server marketing team.</li> </ul>
Jun 1996 - Oct 1997	<p>Strategic Marketing Analyst</p> <p><i>Intel Corporation</i></p> <ul style="list-style-type: none"> <li>• Established market research function supporting strategic activities &amp; market modeling.</li> <li>• Conceived and developed a research web engine that is still used today companywide.</li> </ul>
Jun 1992 - May 1994	<p>Quality Assurance, Product Management, and Information Systems</p> <p><i>DAVID CORPORATION</i></p> <p>Risk management software development company</p>
Jul 1989 - May 1992	<p>Senior Analyst</p> <p><i>FREEMAN &amp; MILLS, INC.</i></p> <p>Management consulting firm</p> <p>Provided consulting services to corporate management and law firms.</p>
Aug 1994 - May 1996	<p>MBA</p> <p><i>University of California at Berkeley - Haas School of Business</i></p> <p><b>MBA rankings:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">#2 The Wall Street Journal, 2007</a></li> <li>• <a href="#">#4 (US), #6 (International) Economist Intelligence Unit, 2008</a></li> <li>• <a href="#">#4 (US) "Which MBA" 2008</a></li> <li>• <a href="#">#7 U.S. News &amp; World Report, 2009</a></li> <li>• <a href="#">#8 BusinessWeek, 2006</a></li> </ul>
Aug 1985 - Jun 1989	<p>B.A.</p>

**Liberal arts college rankings:**

- #7 (out of 122) U.S. News & World Report, 2008
- #15 (out of 202) The Washington Monthly, 2006

