

# Sumit Gupta

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Sunnyvale, CA

## PROFESSIONAL SUMMARY

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15+ years of experience in business management, product marketing, entrepreneurship, and engineering. My strengths are in leading teams to build and execute creative strategies for revenue generating programs along with a complete marketing plan (positioning, public relations, sales tools). Diverse experience in software, systems, & semiconductor products.

## WORK EXPERIENCE

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### **NVIDIA**

*Nov 2007 – present*

#### ***Director, Tesla High Performance Computing***

- Started early in this startup business unit and was instrumental in its rapid growth from zero to \$100 million in 3 years, while we built a market for GPU Computing. Transformed NVIDIA from a graphics company to a data center computing company.
- Managing the business and leading the product, business management, and solution marketing team for the Tesla GPU computing (aka GPGPU) systems, processors and CUDA / OpenCL software tools for data center servers.
- Activities include product roadmap, new product introduction, pricing, positioning, vertical solutions, marketing, sales collateral, launches, public relations, and trade shows.
- Vertical solution marketing for high-performance parallel computing (HPC) segments such as supercomputing, life sciences, bio-informatics, CAE, oil and gas, and finance.
- Chief press spokesperson for high performance computing, cloud computing, and for the CUDA parallel computing programming model. Briefed more than 100 international press.

### **Tensilica**

*Feb 2005 – Nov 2007*

#### ***Product Marketing Manager***

- Helped focus this late stage company on a few markets instead of a broad horizontal play, to increase repeat sales and create vertical market stickiness.
- Was responsible for all inbound product management and outbound product marketing for Tensilica's licensable processor products. This included hardware deliverables, software applications, operating system support, and software tools.
- Responsibilities included product roadmap, launch plans, competitive analysis, sales tools, driving our global sales team, and sales targeting assistance.
- Drove Tensilica's horizontal solution into high volume vertical segments such as wireless and mobile baseband, UWB, and video and audio solutions for portable media players.

### **Tallwood Venture Capital**

*March 2004 – February 2005*

#### ***Entrepreneur-in-Residence***

- Developed Tallwood's investment strategy for the FPGA and reconfigurable markets.
- Evaluated market size and opportunities, customer requirements, barriers to entry, and differentiation required to build a successful startup in the FPGA space.
- Evaluated a range of business plans targeting UWB, WiMax, mobile TV, basestations, video surveillance. Involved in all aspects of due diligence including market analysis, go-to-market strategy, technical innovation, valuation, and exit strategy.

**University of California, San Diego & Irvine**  
*Post-Doctoral Researcher*

July 2003 - February 2004

- Directed a group of graduate students working on three software projects (a) reducing power for wireless mobile devices, (b) reconfigurable computing, (c) SystemC-based system-level modeling.
- Gained valuable experience in marketing our research via grant proposals and peer-reviewed papers.

**University of California, Irvine**  
*Graduate Research Associate (Ph.D. Candidate)*

September 1997 - June 2003  
*Advisor: Prof. Rajesh Gupta*

- Developed a complete C-to-RTL high-level synthesis, parallelizing compiler framework called SPARK that takes an architectural specification in C and generates RTL hardware specification code that can be synthesized into a semiconductor chip (ASIC).
- Successfully marketed and commercialized my Ph.D. research:
  - Awarded \$50,000 seed grant in a business plan competition from UC, San Diego.
  - SPARK has been licensed and is sold commercially by Poseidon Design Systems.
- Invited talks at UC Berkeley, NEC, Intel, Xilinx, etc. Authored 1 patent, 1 book, and 20+ publications.

**S3 India, Bangalore**  
*Member, Technical Staff*

March 1996 - August 1997

- Among first five employees in this startup designing a multimedia RISC processor with SIMD extensions.
- Responsible for data path design, RTL coding, and synthesis.

**IBM, Bangalore**  
*Software Engineer, Networking Group*

May 1995 - March 1996

- Developed software for the TCP/IP networking stack and an ATM network simulator.

**Internships**

- Intel, Hillsboro (Strategic CAD Labs)
- IMEC, Leuven, Belgium
- Central Scientific Instruments Organization (CSIO), India

June 2001- August 2001  
 June 1998 – August 1998  
 May 1994 – July 1994

**E D U C A T I O N**

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<b>Ph.D. in Computer Science</b>	University of California, Irvine, CA	2003
<b>B.Tech. in Electrical Engineering</b>	Indian Institute of Technology, Delhi, India	1995

**P R O F E S S I O N A L R E C O G N I T I O N**

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- \$50,000 seed grant in a business plan competition from UCSD's *Von Liebig Center for Entrepreneurism* for commercialization of the SPARK software tool written for my Ph.D. work.
  - Poseidon Design Systems licensed the SPARK software tool for their design tool chain, June 2004.
  - Published 1 Patent, 1 Book, and over 30 industry and research articles and book chapters.
  - Dissertation Fellowship, Information and Computer Science Department, UC Irvine, Spring, 2003.
  - Best Paper Awards at International Conference on VLSI Design, 2003 and 1998.
  - B. Tech. Thesis selected among Top 5 in the Electrical Engineering Department at IIT Delhi in 1995.
  - Summer Undergraduate Research Award (SURA) at IIT Delhi, 1994.