

**About Mitchell Levy**  
**President & CEO, ECnow.com and Partner, CEOnetworking**



**SUMMARY:**

Mitchell Levy is President & CEO of ECnow.com, a management-consulting firm he founded in 1997. Through it he has created and managed various vehicles (including CEOnetworking and the Silicon Valley Executive Business Program) to help hundreds of corporations and thousands of individuals. He is a world-recognized author and leader in e-commerce and Internet marketing and has spoken extensively in the US and around the world. Previously, he was the conference chair at four Comdex conferences, founded and operated the E-Commerce Management Program at San Jose State University and spent nine years at Sun Microsystems, the last four of which he ran the E-Commerce component of Sun's Supply Chain.

**MORE DETAIL:**

**President & CEO, ECnow.com, Inc. from 1997 to present** - Founder of a management-consulting firm helping companies grow with strategic consulting and targeted business education. Highlights during this period include:

**E-Commerce Thought Leadership:**

- Have contributed to and/or written close to 100 articles and given 200 speeches on e-commerce and business.
- Created and maintain a best practices Internet marketing techniques page.
  - Have presented various talks, seminars, classes and workshops on these techniques at Universities, Conferences and Corporations.
- Publish an annual top 10 trends in e-commerce/business since 1998.
  - Has been picked up and highlighted on the front page of the Comdex Daily welcoming attendees to Comdex and various other publications.
- Publish a bi-monthly e-commerce/strategy eZine to 5,000 recipients since 1998.
- Writing a book containing positive off-shoring and outsourcing success stories.
- Wrote a book in December 2000 on transitioning companies from the industrial age to the Internet age called E-Volve-or-Die.com.

**Practical Experience (Current):**

- Co-Founder and Partner in CEOnetworking.
  - Participated in over 75 meetings helping 6-10 CEOs per meeting explore, analyze and make adjustments to their business.
  - Created a database of 600 CEOs in Silicon Valley we communicate with monthly.
- Director of the innovative Silicon Valley Executive Business Program through San Jose State Extension (SJSU-PD).
  - Hired and work with 11 Silicon Valley professionals to deliver an "inside" view of business from the CEO and his staff's perspective.

**Practical Experience (Previous):**

- Helped a \$1B client double Internet sales in 6 months (50% ahead of schedule).
- Created directly or supervised the building of over 25 commercial Web sites ranging from Internet Marketing brochure-ware to robust fully integrated e-commerce.
- Founded, ran, and was a faculty member of the Enterprise & E-Commerce Management Certificate Program at SJSU-PD during the Internet boom.
  - Brought in \$1.7m in revenue, created 50 courses and sold over 4,700 course seats.
- Was the conference chair for 4 Comdex conferences focused on business executives at medium-to-large enterprises.
  - Brought in \$2m in revenue and created and maintain a "speaker" database to help book speakers. Currently have 1,100 speakers in the database.
  - Ran my own conference on E-Commerce Management in 2000.
- Trained, coached, and hosted three Japanese executives for 4-5 month intensive training periods.
  - Facilitated an increased knowledge in business, strategy, and management. All were extremely successful contributors to their corporations upon their return.
- Negotiated over 100 contracts, 20 of which involved partnerships.

**Advisory Boards:**

- Currently on the advisory boards of neoIT, Silicon Valley BizInk and the National Youth Leadership Foundation. Have been on over 25 other advisory boards.

Mr. Levy spent nine years at Sun Microsystems, Inc., Mountain View, CA from 1988 to 1997 and held various management positions, leaving as the Worldwide Operations Electronic Commerce Manager.

- Led an 11-person cross-functional team responsible for streamlining Sun's \$3.5b value chain while building a global EC infrastructure. Functional responsibilities included: strategic planning, market research, product positioning, business development, process reengineering, change management, product development and procurement, system integration, on-going support, people and budget (\$1.6m) management.
- Pioneered use of new Internet technologies in Sun's supply chain.
- Developed Intranet site which facilitated the information flow across Supply Management, Logistics, Accounts Payable & Engineering.
- Spoke at major conferences on Internet marketing and Web design. Published in traditional and Internet Journals.

## What People are Saying about their Experiences with Mitchell Levy:

### Networking, Advising & Challenging:

*"I have known Mitchell through CEOnetworking for a year and a half now and he has always been a hardworking coach that has added value to many CEO's. I respect Mitchell on a professional and personal level."*

– **Guy Simpson, VP at Comerica Bank-California**

*"Mitchell has built a unique and valuable organization in CEOnetworking that benefits participants both in the monthly meetings and through the quarterly business consulting."*

– **Scott Allan, VP and GM, Payment and Kiosk at Symbol Technologies**

*"As an advisory board member, Mitchell has been instrumental in assisting in making this program more robust. He also gives of his time during the forum by presenting a seminar and by acting as one of the final judges for the student's projects. I am thankful that Mitchell chooses to use his business acumen in supporting the NYLF/TECH and it's students."*

- **Diane Cast, Associate Director Program Development at the National Youth Leadership Forum**

*"Mitchell provides great leadership for the Silicon Valley Executive Business Program. As a first time instructor, I knew I could count on him to resolve issues and find resources on a timely basis. He is a good mentor and colleague, and I enjoy working with him very much."*

– **Suzette Cavanaugh, Chief Marketing Officer Facilitator at the Silicon Valley Executive Business Program**

*"I have known Mitchell for a number of years, and he is certainly a prominent business leader in Silicon Valley. When he asked me to participate in his executive business program, I was eager to work with him and learn from his vast experience and knowledge in the business world."*

– **Michael Abbott, Founder/CTO at Composite Software**

### E-Commerce and Business Trends:

*"Mitchell is one of the foremost voices in e-business today. His insights are accurate and timely."*

- **Christina Cheney, President, Simmedia**

*"Mitchell is an innovative thinker and has repeatedly shown his expertise in putting together large scale programs. I have seen examples of his superior skills in many areas, including the design of the SJSU Professional Development Program, the Silicon Valley Executive Business Program, and the CEOnetworking group. He's a visionary who can see trends far in advance of the curve."*

– **Derinda Gaumont, CEO & Founder of WorkIt Inc.**

*"I met Mitchell through a course he taught on ecommerce. From the course we co-authored a paper on Social Networking. (<http://vms3.info/Jan2004/feature.article.htm>). He has a great grasp on the heartbeat of Silicon Valley. If you are looking for someone to network with, get feedback on improving your business, or understand what trends are emerging I strongly recommend linking to Mitchell."*

**– Gary George, CRM Analyst at HP**

*"I have always found Mitchell's work to be interesting and ahead of the curve with respect to the industry in Silicon Valley."*

**– Kaj Pedersen, CEO at Urbana Software**

### **E-Commerce Technology:**

*"Mitchell brings considerable hi-tech knowledge and insights to our advisory board. He fully understands the leverage of networks and helps us tap into it. He is a visionary and his thinking is appreciated here!"*

**– Atul Vashistha, CEO at neoIt, successful entrepreneur and Fortune 50 leader**

*"Having known Mitch for years, and working with him in the past, I can say that he's one of the most dedicated and forward-thinking commerce advocates in the Valley. Not only that, but he's an excellent communicator and generally fun to work with."*

**- Gabe Zichermann, VP, Strategy and Communications, Trymedia Systems**

*"Mitchell's thought leading vision, innovative creativity and technical business savvy highlight his contributions as an noted author, founder of professional organizations and academic programs and CEO advisor. He is a generous, fun, collaborative colleague. Its great to work with him."*

**– Patti Wilson, Executive Coach and Career Counselor for Leading Edge Professionals and Entrepreneurs**

*"Mitchell was very successful at generating interest in the program within a rather staid university structure. He used his numerous connections to create an environment in which students got a quick, effective education on e-commerce, a topic which was all but unknown when he started."*

**– Francoise Tourniaire, Owner, FT Works, Tech Support Consulting**