



Bio – Richard J. Berzle

Mr. Berzle is an experienced high technology CMO/VP of Marketing and Business Development executive. With more than 30 years in the software industry, his career has spanned a variety of roles in both large public corporations and early-stage private ventures. He has held senior marketing management positions with market leaders that include Digital Equipment Corporation, Apple Computer, Xerox Corporation and Peregrine Systems. Mr. Berzle is a proven leader and has built full-function global marketing departments on several occasions beyond 100 professionals and managed annual discretionary marketing budgets in excess of \$10M.

Mr. Berzle started his high tech career as a software engineer developing next generation operating systems with Honeywell Information Systems. At Digital, Mr. Berzle moved into Software Product Management and spent 10 years leading the business planning and marketing of a variety of software tools and applications that generated in excess of \$100M in license revenue annually. Prior to leaving Digital, Mr. Berzle lead the Open Systems Product Management and 3rd Party Alliance organization that generated \$1B in leveraged hardware sales for the company. He was a founding member and Vice President of Marketing for Taligent, Inc., a joint venture between IBM, Apple Computer and Hewlett Packard established to deliver an alternative to Microsoft's operating systems dominance in the early 90's. As the VP of WW Marketing for Peregrine Systems, the category leader in IT Infrastructure Management software, Mr. Berzle built the marketing infrastructure and lead the development of integrated marketing and sales programs that yielded 100% annual revenue growth, exceeding \$500M in annual revenue, and integrated over 15 software acquisitions.



Mr. Berzle is the Founder and CEO of GoToMarket LLC, a 15 year old marketing services company, that provides interim marketing leadership and operational marketing services to early-and-mid stage software and software-as-a-service companies across various industry sectors: from initial funding through company launch and sustained revenue growth. GoToMarket has played an integral role in creating and establishing unique market and product positions that has resulted in win-win mergers and acquisitions. For more information regarding GoToMarket clients visit www.gotomarket.com and www.linkedin.com/in/rickberzle.

Mr. Berzle uniquely offers a broad set of experiences with a wide range of innovative software technologies and direct B2B marketing experience with vertical and horizontal markets, both domestic and international.

Mr. Berzle is extremely adept at determining where technical innovation meets market need, and offers a blend of strategic and tactical marketing skills that deliver results. He earned his B.S. degree in Computer Science from the University of Southern Mississippi and his MBA in Marketing from Southern New Hampshire University.
