



## Bio – Glenn B. Hewson

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Mr. Hewson is an experienced B2B technology CMO/VP of Marketing, Business and Alternate Channels Development executive. With more than 25 years in the technology and capital equipment industries as well as in private equity, his career has spanned a variety of roles in both large public corporations, early-stage private ventures and turnarounds. He has held senior marketing management positions with market leaders that include IBM Corporation, Peregrine Systems, The Gores Group and Avure Technologies. Mr. Hewson is a proven leader and has built full-function global marketing and product management departments on several occasions with budgets in the millions of dollars

Mr. Hewson began his career at International Business Machines (IBM) as a new business Marketing Representative. While there he helped to develop the company's 3000 strong agent program which enabled IBM to put more "feet on the street" while minimizing fixed costs. He completed his tenure at IBM in a Product Marketing capacity managing the company's multi-million dollar mid-range application development tools program. Glenn then took his channel development skills and application development tool experience to start-up Logic Works (now part of CA), Gupta Corporation and Motiva. While at Gupta, Glenn was promoted to overseeing Global Marketing. While at Peregrine Systems Glenn led the development of the Channels program which became 75% of the company's revenue source in a \$500 million USD entity. After Peregrine he joined the operational team of the Gores Group, a Los Angeles-based private equity firm where he managed business development and marketing activities for multiple companies as well as performing potential acquisition product and market research. While there he managed the sale of two portfolio companies from an operations perspective averaging a 6X return on capital on the sales. After transferring to Avure, he built a product, channel and global marketing strategy that increased market penetration and revenues that yielded a 4X return on capital in a down market.

Today Mr. Hewson is a Partner at GoToMarket LLC, a 13 year old marketing services company, that provides interim marketing leadership and operational marketing services to early-and-mid stage technology 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](http://www.gotomarket.com)

Mr. Hewson uniquely offers a broad set of hands-on international experience with a wide range of technologies, and successful B2B, marketing, channel and business development engagement in start-ups, turn-arounds, run-outs and high growth businesses.

He has a BA in Business Administration with emphasis in finance from Southern Methodist University, Dallas, Texas

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