Lil Mohan
Resume

Overview:

I am an entrepreneur and an academician. I bring with me a variety of learnings from my work at **Amazon, Intel, Motorola, Sun** Microsystems, The University of **Chicago Booth** School of Business, **London Business School**, and two successful high-tech startup companies: **Junglee** and **Snapstick.** So far, my teams and I have brought to market several new technology platforms and products - into the E and M-Commerce, Retail, Mobile Services, and Digital Media & Entertainment sectors.

My Functional Areas of Expertise:

–   Marketing Strategy, Digital Mktg., AI and Machine Learning & Natural Language Processing
–   New Product Development, & Product Management, & FinTech
–   Tech Entrepreneurship, Business Model and Plan Development, Corp Leadership

My Current Roles:

Adjunct Professor Of Marketing:

Sep. 2013 – Present

–   Teaching Digital & Social Media Marketing, Product Management, New Prod. Development, FinTech, AI & Machine Learning – to MBA and Exec. MBA students.

The University of **Chicago Booth** School of Business — Chicago, Sep. 2013 – Present

London Business School — London, UK, Jan. 2016 – Present

ESADE — Barcelona, Spain Jun. 2018 – Present

Indian School of Business — Hyderabad, India, Jan. 2018 – Present

Indian Institute Of Management (IIM-A) — Ahmedabad, India, Dec. 2017 – Present

Independent Consultant:

Apr. 2012 – Present

–   Working with companies in the areas of technology products, innovation, marketing, and strategy.

My Track Record:

Snapstick Inc.

Oct. 2010 – Mar. 2012

A high-tech. start-up that created some innovative technology at the intersection of mobile, social games, and interactive TV spaces. The company was acquired by Rovi Corporation in 2012

VP - Products, Marketing & Business Development
–   Responsible for building the business plan for a line of products in the mobile, social TV space.

Intel Corp.

Jun. 2003 – Oct. 2010

GM - Emerging Markets, 4G Wireless Program
–   Responsible for accelerating 4G broadband networks in emerging markets - Asia-Pacific, Middle East, & Africa.

Head - Wireless. Planning, Mobile Grp.
–   Responsible for the wireless platform strategy for Intel Mobility Group. This became the basis of Intel's wireless chipset roadmap

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Page 1 of 2

Motorola Corp.　　　　Jun. 2002 – Jun. 2003

PCS a $10B+ BU of Motorola, was later spun off as Motorola Mobility and was sold to Google in 2011

Vice President - Product Software Strategy, PCS	– Successfully drove the creation of a detailed platform strategy and implementation plan for Smart phone software.

JP Morgan Partners Advisors　　Jun. 2000 – May 2002

JPMPA was a subsidiary venture fund of JP Morgan Partners with $250M+ under management

General Partner	– Created the fund's US entity from scratch. Responsible for all aspects of fund operation for the US.

Amazon (& Junglee Corp)　　Jan. 1997 – Jun. 2000

Junglee Corp. pioneered a unique internet database technology. As part of the Junglee's startup team, I was their first marketing professional. Amazon acquired Junglee in Jul. 1998

General Manager Amazon Anywhere BU	– Responsible for P&L and management of Amazon's BU targeted at mobile platforms (40+ people).
	– Built one of the world's first m-commerce apps: enabling Amazon customers to find and buy retail products on mobile
General Manager Retail Product Finder BU	– Responsible for P&L and management of Amazon's next-gen. online retail buying service
	– Defined the business plan, produced, delivered and managed the UPF retail service. Managed a 100+ person cross-functional team
Dir. Web Commerce, Product Mktg. & Mgmt., Junglee Corp	– Responsible for managing product marketing for Junglee's retail web commerce business
	– Led the team that delivered the company's first shrink-wrapped E-Commerce service called Shop The Web

Sun Microsystems Inc.　　Aug. 1990 - Jun. 1994

Senior Product Manager, & Technical Lead, SunPro	– Responsible for the design and development of the Browsers and Graphers components of Sun's IDE for programmers. Delivered two consecutive high quality, high volume product releases

My Education:

Ph. D.	**Purdue University,** West Lafayette, IN.	1990
	– Specialization in EE-CS (Artificial Intelligence, Expert Systems)	
	– Thesis on understanding user intentions underlying database queries	
	– Published papers in top academic journals (ACM, IEEE)	
PGDM	**Indian Institute of Management,** Ahmedabad, India	1986
	– Post Grad. Diploma in Mgmt. Specialization: Information Systems	
B.S. E.E.	**Indian Institute of Science,** Bangalore, India	1984