KUNAL MITTAL

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CHIEF TECHNOLOGY OFFICER (CTO)

Product Development & Strategy | Enterprise Strategy | Innovation

Enthusiastic IT Executive with 25+ years of career experience. Recognized for successfully growing companies, both early-stage technology start-ups and a Fortune 100 company. Expertise in serving in a CTO capacity and directing product strategy, architecture, and delivery functions.

Driving increases in revenue through innovative IT strategies, expert business transformation services, and cutting-edge technology solutions. Propel business goals while cultivating an environment of innovation and agility. Trusted business partner who excels at achieving consensus and positively influencing executive decision-makers.

Industry thought leader, published author, and technical reviewer of 40+ technical books on artificial intelligence, cloud computing, and many additional complex technology platforms.

Areas of Expertise: Product Strategy & GTM, Advanced Analytics & Artificial Intelligence, Product Engineering & Delivery, Quality Metrics & Efficiency Improvements, M&A Technical Due Diligence, Cloud Computing, Emerging Trends, Large-Scale Change Management, IT Infrastructure Management, Cyber Security, Outsourcing & Offshore Team Management, , Cross-Functional Team Building, & Program & Project Management.

CAREER EXPERIENCE & ACHIEVEMENTS

FRONT M | 2018—Present
A start-up providing connectivity and machine learning solutions to cruise lines, airlines, and oil rigs.

Investor, Board of Directors and Consultig Chief Product Officer

→ **Key investor and C-level executive** leading business and go-to-market strategies.
→ **Focused on delivery immersive revenue driving solutions to airline and maritime passengers and crew.**
→ **Drove company to 1M+ ARR during uncertainty of COVID.**

TRUELARK | 2018—Present
AI based SMS marketing automation for Health, Fitness, Beauty & Dental Verticals

Investor, Board of Advisors, Partnerships

→ Helped the Executive Team with Product Strategy & GTM to achieve **2M ARR prior to Series A.**
→ Drove partnerships and strategy for adjacent market expansion into Dental, achieved product market fit.
→ Scaled AI technology & team in the US and India.

MINDBODY, INC.| 2015—2018
A business management software provider, specializing in the wellness industry; serving 35M consumers in 130+ countries.

Chief Technology Officer (CTO), Chief Product Officer (CPO) & Chief Information Security Officer (CISO)

→ **As CTO & CPO,** held accountability for product management, technology delivery, user experience, production infrastructure, project management, data sciences, artificial intelleigence, and production security. Direct reports included the Chief Information Officer (CIO), SVP of Engineering, SVP of Design, IT Security Officer & PMO.
→ **Responsible for $60M annual budget** and B2B and B2C products serving 60K businesses, 400K practitioners, and **1M+ daily active consumers in 90 days of launching the new MINDBODY application**.
→ Responsible for international payments strategy representing **USD 10B+ in annual transaction volume**.
→ **Drove company growth by 30% YoY**, & reduced attrition from 12% to 4% in 3 years.
→ **Key player in earning major certifications, including PCI, SOX, HIPAA, and GDPR.**
→ **Addressed complex technical challenges** associated with **4 merger and/or acquisitions** within a 24-month period.

SONY PICTURES ENTERTAINMENT | 2003—2015
A $9B entertainment company that produces, acquires, and distributes film and TV entertainment through multiple platforms.

Executive Director of Enterprise Technologies (2008—2015)

→ Successfully managed and maximized an **annual budget of $12M** for 5 consecutive years.
→ **Held major responsibilities in the enterprise recovery from the Sony hack incident** that originated in N. Korea.
→ Partnered on outsourcing and centralization initiative for Application Development and Maintenance departments, which **saved $35M+ over a 5-year period**.
→ **Executive leader on the Identity Management (IDM) and Security program** that implemented a robust and global IDM strategy and compliance initiative in accordance with Sony's global information security policy.
→ As **leader of the Enterprise Content Management (ECM) group**, directed technology strategy, budget, architecture, implementation, and support of all content management, collaboration, and portal platforms.
→ Led teams in **establishing best practices, reusable architectures, and the adoption of open-source platforms**.
→ Managed a vital program, Platform Evergreening, that focused on **tech debt reduction.**
→ **Leveraged Six Sigma and new product introduction (NPI) processes** to define quality metrics.

Domestic TV Line of Business (2003—2008)

→ **Developed technology strategies and led implementation efforts to address sales availability tracking** by improving access to product data and analytics.
→ **Drove technology due diligence** for acquisitions of ad sales vendors and user-generated content companies.
→ **Successfully replaced domestic TV B2B site**, a portal for all syndication and PPV marketing and programming content, **with minimal interruption to service and operations**.
→ **Designed technical solution** to integrate Nielsen ratings information with IMDB product information to **improve analytics and data-mining capabilities for cross-functional teams.**
→ Partnered with CIO in **establishing an offshore support team** in India using the area's leading vendors.
→ **Transformed the IT division into a services-based model using ITIL principles**, and implemented the incident management, change management, and problem management processes.

LIVE AREA, LLC | 2003—Present
A consulting firm specializing in cloud computing, SaaS, and GTM consulting.

Chief Technology Officer (CTO), Investor & GTM Advisor

→ As consulting CTO, **defined technology and scaled offshore development teams** for multiple start-ups in Silicon Valley, Los Angeles & UK.
→ **Advisor** to SaaS and cloud computing start-ups on **product strategy and use of artificial intelligence.**

EARLIER CAREER EXPERIENCE:

→ Solutions Engineer | Wakesoft, Inc | 2003
→ Senior Consultant & Technical Architect | IRISE, INC. | 2002
→ Engineer & Consultant—Nextera Interactive | 2000
→ MIS Specialist—Federal Reserve Bank of Chicago | 1999
→ NT 4 Administrator & Teaching Assistant—Beloit College | 1996—1999

EDUCATION & PROFESSIONAL DEVELOPMENT

→ **Artificial Intelligence: Implications for Business Strategy** | MIT Sloan School of Business
→ **Stanford Innovation & Entrepreneurship Certificate** | Stanford University
→ **Master of Science (MS) in Software Engineering** | Walden University
→ **Bachelor of Science (BS) in Computer Science** | Beloit College
→ **ITIL Foundation v4** Certified & v3 Certified