

# **PAGE MILL MARKETING FACT SHEET**

**February 2011**

## **OVERVIEW**

Page Mill Marketing provides strategic advisory and marketing services for technology companies seeking to maximize value through improved business and product strategies.

## **SERVICES**

Page Mill Marketing focuses its services in two distinct areas:

### **Strategic Business Development and Exit Planning**

Page Mill Marketing advises senior company executives on strategic decisions leading to successful funding events as well as successful investor exits. Our experience includes private placements, IPOs and M&A from both the acquirer and acquired company's perspective.

### **Product Strategy Consulting**

Page Mill Marketing serves large and small technology companies seeking to develop product strategies or product positioning. Page Mill offers a proven methodology to understand how customers value product features and what return can be expected for delivering this value. Page Mill Marketing's services help early stage companies complete the difficult tasks of business model development, market identification and product positioning. We tackle the problem of determining if the opportunity is real, can a new entrant win, and, if so, will it be worth the effort.

## **CLIENTS**

Page Mill clients include: Alphion, AutoESL Technology, Chip Express, East Coast Labs (acquired by National Semiconductor), Fujitsu, Gigabit Ethernet Alliance, nSoft, Prolinx, S3, Synfora (acquired by Synopsys), Synopsys, Systems Science (acquired by Synopsys) and Xilinx.

## EXPERIENCE

*Andrew Haines, Principal* - Mr. Haines has over 30 years experience in marketing semiconductor and electronic design automation products. He has extensive experience in successful marketing organization development, positioning for the IPO, business strategy development, new product planning, product marketing, marketing communications, OEM license negotiation, positioning for successful M&A and investor presentation development. While at Synplicity he directed the marketing activities from initial market entry through the successful IPO and then led the marketing effort for Synplicity as a public company. He holds a B.S. in Physics from the University of Wisconsin.

His previous positions include:

- Vice President of Marketing, Synopsys, Inc.
- Sr. Vice President of Marketing, Synplicity, Inc.
- Director of Marketing, Actel Corporation
- ASIC Strategic Marketing Manager, VLSI Technology, Inc.
- Major Accounts Marketing Manager, Intel Corporation.

## CONTACT

Andrew Haines  
andyh@pagemillmarketing.com  
www.pagemillmarketing.com  
650 245 2691