STEVE SUBAR

TECHCXO PARTNER
INTERIM CEO, COO & EXECUTIVE COACH

RELEVANT EXPERIENCE

Steve is a hands-on operational executive who has built and exited multiple software and tech-enabled private and public companies. An experienced founder, investor and board member, he has earned a reputation for clever strategies and winning teams, driving accelerated growth, developing strong customer relationships and creating superior shareholder value.

Steve's experience attracting investors and driving transactions includes 1 IPO, 5 M&A exits and $150M+ venture capital.

iBanker - Dysonics, embedded spatial audio software for consumer devices (acquired by Google)

Interim CEO - **Comodo Cybersecurity,** privately held cybersecurity software (divestiture transition)

Interim CEO - **TempoIQ,** no-code IoT application platform (acquired by Bithgroup)

Interim CEO - Ubicquia, smart cities wireless communications platform (Series B financing)

Board Advisor - Kasada, BOT detection/prevention SaaS (US market entry, Series A financing)

Founder & CEO - Open Kernel Labs, mobile device virtualization software (acquired by General Dynamics)

Chairman - Cyber Threat Intelligence Network, IT security consulting and training services.

Executive-in-Residence - National ICT Australia, R&D center for commercializing technology (spinouts)

Vice President, Sales & Marketing - Clear Communications, telecom operational support systems (acquired by Tollgrade)

Vice President, Sales - Mobius Management Systems, enterprise content management software (NASDAQ IPO)

PERSONAL STATEMENT

My mission is to meaningfully increase enterprise value for emerging and growth stage companies by helping them capitalize on market opportunities and achieve their goals more quickly.

I'm known for transformational leadership and inspiring teams to deliver novel products driven by innovative business models, resulting in high-value exits. As a dual US/EU citizen with extensive APAC experience, I have a passion for adapting strategy and product-market fit to scale globally with operational excellence.

Management mantra: Information is not the same as wisdom. Learning from making mistakes is not the same as making good decisions.

PRACTICE FOCUS

Strategy
- Product-Market Fit
- Market Analysis
- Business Planning
- Competitive Positioning
- Distribution & Channel

Growth
- Sales Operations
- Benchmarking
- Positioning
- Demand Generation
- Product-Led Growth

Product & Technology
Product Strategy & Execution
- Product / Service Launch
- Pricing & Profitability Assessment
- Pipeline Health Check & Analytics

Turnarounds & Restructuring
- Managing Cash Flow
- Coalescing Investor Preferences
- Reducing Organization Friction
- Pivots
- Raising New Capital

Diligence
- Product, IP & Staff Assessment
- Financial Review
- Market Mapping
- Comparative Valuation Analysis

Exits
- Evaluating Alternatives
- Preparing for M&A
- Identifying Targets
- Running the Process
- Creating a Market
- Post-Merger Integration

SECTOR EXPERIENCE

Software• Enterprise SaaS
- Application & Systems
- Systems Software
- Embedded Software
- B2B2C
- Online Marketplaces

Cybersecurity
- Network & Infrastructure
- MSPs/MSSPs
- Perimeter & Application
- Detection & Remediation

Mobile & IoT
- Ecosystems
- Firmware
- Applications Stack
- Devices

EDUCATION

Miami University
B.S., Marketing, Concentration in Computers & IT

Learn more about Steve | Email Steve | Connect on LinkedIn