



BILL BIEN

TECHCXO PARTNER - EXECUTIVE LEADERSHIP
FRACTIONAL / INTERIM CEO



RELEVANT EXPERIENCE

Bill has spent his career commercializing technology, building businesses, and leading profitable growth and transformation across startups and global enterprises. His leadership roles include:

CEO, Forever Oceans

Commercialized a deep-tech business combining robotics, machine learning, and advanced production systems. Increased production 10x, generated \$5 million in first-year sales, improved unit economics by 50%, and raised \$45 million in capital.

CEO, Global Startup Business, Signify

Led global P&L across commercial and operational functions. Grew revenue organically from approximately \$60 million to \$160 million and initiated an acquisition that increased sales to approximately \$300 million while improving profitability.

CMO & Chief Strategy Officer, Signify

Helped develop the strategy supporting Philips Lighting's spin-off and led global strategy, marketing, branding, digital, CSR, and sustainability. Managed a 120+ company acquisition pipeline and led initiatives that increased digital sales by 40%.

Senior Strategy, Solution Sales & Business Development, Cisco

Led strategic planning and developed growth strategies for Cisco's \$4 billion service provider and \$6 billion commercial businesses. Earlier engagements generated \$300 million in sales, and he helped negotiate and manage a \$1 billion SBC alliance.

VP, Corporate Strategy / CMO, Enterprise & Government, Telstra

Led high-tech and telecom growth strategy, marketing, and business development across Australia and Asia, generating \$200 million+ in cloud pipeline and supporting growth in a \$1 billion mobile business.

Additional Experience

CEO of networking software company 6connect, increasing sales 74% while reducing operating expenses by 50%+. Earlier advised high-tech and other companies on growth, turnarounds, and new-market strategy at Boston Consulting Group.

PERSONAL STATEMENT

I help AI, high tech, deep-tech, and industrial tech companies commercialize innovation and turn ambitious strategies into profitable, scalable businesses.

Over more than 25 years, I've helped turn promising technologies into businesses and established businesses into more profitable ones. My experience spans P&L leadership, corporate strategy, go-to-market execution, operational transformation, M&A, strategic partnerships, and technology commercialization across AI and high tech, telecommunications, industrial tech, energy, and climate technology.

Having great technology is one thing; building a business around it is another. I work with CEOs, boards, investors, and leadership teams to connect strategy and go-to-market execution with operations, partnerships, M&A, and organizational alignment. I've spent much of my career bringing those pieces together because innovation creates possibility, but commercialization creates a business.

PRACTICE FOCUS

Fractional Executive Leadership

- Chief Executive Officer (CEO)
- Chief Operating Officer (COO)

Strategy, Planning & Transformation

- Corporate Strategy
- Strategic Planning & Execution
- Company Strategy
- Strategic Transformation
- Change Management

Commercialization & Profitable Growth

- Technology Commercialization
- Growth Strategy Design & Execution
- Go-to-Market Strategy
- New Market Entry & Expansion
- Profitability Improvement

M&A & Strategic Growth

- Acquisitions, Consolidations & Exits
- Partnerships & Strategic Alliances

EDUCATION

Stanford University Law School

Juris Doctor (J.D.)

The Ohio State University

B.A., Economics and Chinese

Additional Education

Purdue executive education, Harvard Extension School, The Fletcher School

SECTOR EXPERIENCE

AI, High Tech & Deep Tech

- Artificial Intelligence & Machine Learning
- Hardware & Electronic Equipment
- Semiconductors
- Systems & Information Management
- Technology Commercialization

Telecommunications & Networking

- Telecommunications Service Providers
- Wireless Communications
- Connectivity & Networking
- Fiberoptic Equipment
- Internet Service Providers

Industrial Tech

- Industrial Products & Equipment
- Commercial Electrical Equipment
- Industrial Supplies & Parts
- Manufacturing
- Distributors & Wholesalers

Energy & Climate Technology

- Alternative Energy Equipment
- Energy Technology
- Utilities
- Climate Technology