

**RICHARD S. GUHA**  
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Fortune 100 and growth company CEO, seasoned top global executive and startup expert. Expert in Innovation ecosystems and startups over 32 yrs. Board member (see P4 of Resume), and skilled change agent with demonstrated leadership, profit delivery and business building skills within businesses delivering products or services to consumers and businesses via complex distribution channels (**Procter & Gamble, Mars Inc., USWest/Comcast, BMC Software, Reliant Energy**). Three times grew market capitalization three to six-fold in two years. Introduced first usage of “Broadband” in consumer markets to describe High Speed Internet, Digital Video and IP Telephony. Fourteen times Board member. Expert in Technology and online Social Networking through leadership of several Networks. Cambridge University, Master’s degree in engineering, Bachelors in Math, Physics & Chemistry. Exceptional expertise also in financial services, Insuretech, healthcare, pharma, Biotech, energy, food technology/ markets, personal products, and more. Techstars mentor. Worked with >2,000 startups. Mentored and supported student learning as an Entrepreneur-in-Residence at Connecticut’s largest university, UCONN, as well as Sacred Heart and the State of Connecticut as a whole.

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**EDUCATION:** MA Chemical Engineering (with Honors), **Cambridge University**, 1969 (aged 20)  
BA Physics/Chemistry/Mathematics (with Honors), **Cambridge University**, 1968

**PROFESSIONAL EXPERIENCE:**

**TRINITY COLLEGE, HARTFORD – 2025-PRESENT**  
**VISITING LECTURER** – Startups and Entrepreneurship

**UNIVERSITY OF CONNECTICUT –2021-2023**

**ENTREPRENEUR IN RESIDENCE** – Advise and mentor 50+ startups based on technology developed by UConn faculty and post-graduate students. Focus is on BioTech, Healthcare, Fintech, and Data. Assist with all issues, including funding.

**CTNEXT/ CONNECTICUT INNOVATIONS/SHU – CT – State Innovation Ecosystem 2015-2021**

**ENTREPRENEUR IN RESIDENCE** – Advise and assists 500+ high-tech startups in CT to grow and obtain funding (approx. 100 achieved significant investment, equally from Connecticut Innovations and others). Also work with Yale University and University of Connecticut. Focus on Fintech, Insuretech, IoT/AI, Digital Health, and Biotech. Work with Corporations in the state, including insurance companies, financial services, manufacturing, healthcare and Biotech. Attached to Sacred Heart University (SHU) from March, 2020

**MAX BRAND EQUITY, INC.– CA & CT Strategy and Implementation consulting 2001 - PRESENT**  
**FOUNDER & PRESIDENT (2001-Present)** [www.maxbrandequity.com](http://www.maxbrandequity.com)

Established a consulting firm providing strategic, marketing; M&A evaluation, and Interim CEO. Work with multiple Innovation Ecosystems. Work closely with senior executives at global client companies to implement and maximize ROI. Clients included Samsung, Smithfield Foods, Motorola, Pomega-5, LexisNexis, eHarmony, Walmart.com, Vistage, Mars/Wrigley, Kraft/Heinz, Wellpoint, Sprint/Nextel, YKK, and Golden Gate Capital.

- Developed and implemented global harmonization for multi-billion \$ consumer product company
- Evaluated and valued multiple acquisitions for major Private Equity firm
- Hands-on planning and execution of European turn-around of major CPG company.

**SYNERSCOPE FRAUD & FORENSICS, INC. (2011-Oct 2014)** Enterprise Software Company  
**PRESIDENT, SECRETARY & BOARD MEMBER** of this Big Data analysis software company founded in the Netherlands, focused on financial and insurance markets.

**BMC SOFTWARE/REMEDY CORP - Mountain View, CA - \$3 Billion enterprise software 2000 - 2001**  
**SENIOR VICE PRESIDENT & CMO (2000-2001)**

Assumed overall P&L and global marketing responsibility for this company providing Workflow, CRM and Network solutions that power e-Commerce initiatives of 65% of the Fortune 500.

Responsible for strategic business development, product, advertising, channel management, and pricing. Managed six VP-level direct reports and overall staff of 100. Reported to CEO & Founder. Grew market cap 3+ times in under two years (\$400 MM to \$1.4 MM). Left the company following its acquisition.

- Transformed the global marketing function, establishing Business Development, Channel Marketing and Product Marketing teams supporting a competitive, profitable, market-driven business and establishing a strong foundation for future growth. Drove 25+% revenue growth despite an industry slowdown
- Led IT, website designer, and channel marketing group efforts to create a transactional website, significantly reducing cost of sales and enabling sales staff to focus efforts against large clients.
- Developed new global branding initiatives and customer communications strategies that increased target group (e.g., large company CIO and CRM line management) awareness +53%.

**RELIANT ENERGY, INC.** - Houston, TX - \$50 Billion energy company

**1997 - 1999**

**PRESIDENT & CEO, RETAIL MARKETING (1997-1999)**

Recruited to develop the global retail (vs. wholesale) organization in preparation for deregulation. Managed full P&L for this major energy supplier and fourth largest U.S. combination utility generating \$6.5 billion in revenues and a \$700 million EBIT and 4+ times market valuation.

Provided leadership to 1,100 employees in all functions, including finance, HR, engineering, etc. Company was broken up into 4 components, each with same value as entire company two years earlier.

- Established the most profitable Retail business (energy and Home Services) in the industry with \$650 million profit, \$60 million from unregulated sources that represented a 1000% increase in 18 months.
- Initiated first alternative energy strategy with solar, wind power and fuel cell options, which is why consumption of alternative energy is twice as high as a % of total in TX than in the next highest state.
- Rebranded from Houston Industries to Reliant Energy, supporting position as an energy resource.
- Developed a strategic plan identifying 7 distinct consumer segments, established key growth priorities, and aligned all business development initiatives to yield a growth rate double that of the prior year.
- Launched a successful CLEC – Reliant Telecommunications.

**COMCAST/U.S. WEST, INC.**, Boston, MA \$11 Billion Communications business

**1996 - 1997**

**SENIOR VICE PRESIDENT OF MARKETING, MEDIAONE (1996-1997)**

Appointed to relaunch/rebrand this \$4 billion domestic cable company, following acquisition by US West, serving more than 4.8 million subscribers in 19 states.

Developed a strategic vision, directing marketing and business planning functions, investing a \$135 million budget, and gaining operational alignment to ensure the successful execution of fully integrated marketing, advertising and promotional efforts. Direct reports included 10 VPs and an overall staff of 200. Reported to the CEO of MediaOne. Grew market capitalization from \$10.8 Billion to \$62 Billion in two years, when company was spun off and acquired by Comcast.

- Initiated, devised, and implemented the strategy that repositioned the company as a mixed media business offering telephone, video, ISP and high speed Internet access. First in the world to apply the term “broadband” to consumer markets to describe this high-tech product sector. <https://youtu.be/eiCQtSArNwY>
- Created the MediaOne brand with new positioning and new product offering across all touch points including website, direct marketing and advertising, and improving customer satisfaction +16%.
- Introduced the first ever high-speed Internet service, MediaOne Express, in all markets served, and achieved market penetration four times that of the nearest competitor.
- Established new digital video product with pricing strategy that doubled category growth rate.
- Built data warehouse and data capture process enabled predictive modeling, and successfully introduced a relationship marketing program, building CRM on ERP, to reduce churn 50%.
- Launched local IP telephone service in selected markets, beating subscriber forecast by 25+%.

**MSPI BERGENROTH CONSULTANTS, INC.,** Westport, CT Strategy consulting **1988 - 1996**  
**PRESIDENT & CHIEF EXECUTIVE OFFICER (1988-1996)**

Co-founded and established a marketing and business growth company providing innovative business development ideas, integrated marketing plans, and flawless program execution for the consumer goods, financial services, e-Commerce and network industries. Grew revenues to approximately \$5 million, 12 people, with offices located in US, UK and China. Representative clients included: Perdue, Beiersdorf, AT&T, Sprint, 3M, CompuServe, Pillsbury, AOL, Peapod, Pfizer, SKB, Citicorp, Coca-Cola, Unilever, McGraw Hill, Quaker Oats, Kraft, GE Capital, Deutsche Telekom, and Crown Cork & Seal.

- Identified, evaluated acquisition for major global skincare company and led post-acquisition integration.
- Identified business opportunities for \$60 billion long-distance carrier that resulted in new market entries, including acquisition of the Imagination Network, later sold for three times the acquisition price.
- Served as acting General Manager for a Fortune 100 company frozen food launch that attained \$250 million profitable annual sales within two years.
- Developed new strategies for fresh poultry processor, which led to expansion of business into new product areas and over \$ 100 Million in new revenue. Coached son to take over from his father.

**MARKETING CORPORATION OF AMERICA, INC.,** Westport, CT **1984 - 1988**  
**PARTNER, MERGERS & ACQUISITION/INTERNATIONAL CONSULTING DIVISION**

Full P&L responsibility for this \$50 million division providing corporate development and international marketing consulting services to domestic and global companies including Perdue, Hallmark, Glaxo, Citicorp, Nestle, General Electric, Beiersdorf and H.J. Heinz.

- As acting General Manager for Perdue Poultry, planned and executed the “Perdue Done It” ready-to-serve launch that profitably generated \$150 million revenue.
- Headed teams identifying and evaluating acquisitions for over 20 clients, and qualifying candidates to ensure they met quality and financial benchmarks, and presented promising future business growth.

**MARS, INC.,** McLean, VA \$22 Billion, Privately owned CPG company. **1972 - 1984**  
**GENERAL MANAGER, UNCLE BEN’S FROZEN FOODS - Chicago, IL (1981-1984)**

Oversaw turnaround of the frozen foods business. Managed an overall staff of 100 across the sales, marketing, operations, HR and finance functions through six direct reports. Reported to the office of the President

- Rationalized product and marketing, and implemented revised business growth strategies to reduce losses by 60% in six months and return to profitability by year end.
- Identified, qualified, and led frozen business entry which led to \$3 million acquisition of Dove ice cream business driving synergies across all functions to create a business with \$3 Billion in annual global sales.

**BUSINESS DEVELOPMENT DIRECTOR - McLean, VA (1979-1981)**

Selected by Mars family for worldwide group to identify, develop, and create revenue streams in new markets including Latin America, Asia, and Eastern Europe.

**DIRECTOR OF MARKETING, UNCLE BEN’S - Houston, TX (1977-1979)**

- Responsible for global brand and business development strategies for the \$1 billion Uncle Ben’s division, Mars’ most profitable unit with 60% margins. Reported directly to the President of Uncle Ben’s. Coached several younger members of the Mars family.

**CORPORATE DEVELOPMENT MANAGER, EUROPE - Amsterdam, Netherlands (1976-1977)**

- As Corporate Development Manager, directed the European business development strategy resulting in acquisition of a \$100 million oriental foods business which became launch pad for business expansion.

**MARKETING UNIT GENERAL MANAGER, BENELUX - Brussels, Belgium (1975-1976)**

- As Marketing Unit G.M. took full P&L responsibility for a European business – grew business 3X

**GROUP PRODUCT MANAGER - Paris, France (1973-1975)**

**PRODUCT MANAGER - King’s Lynn, United Kingdom (1972-1973)**

**PROCTER & GAMBLE U.K.,** Newcastle, U.K. **1969 - 1972**

Advanced through diverse marketing and product development assignments within the Packaged Soap & Detergents and Toiletries divisions.

**IMPERIAL CHEMICAL INDUSTRIES – Billingham, UK/Germany**

Junior Technical Officer (extended Internship) Junior Technical Officer (extended Internship)

Imperial Chemical Industries (ICI) Imperial Chemical Industries (ICI) Feb 1965 - Mar 1969 · 4 yrs 2 mos Feb 1965 to Mar 1969 · 4 yrs 2 mos

As a Student Intern, I went through an Engineering training course which included hands-on engineering skills from welding to machining, instrument repair to plumbing, working in a foundry, a forge, an Ammonia plant, a Sulfuric Acid plant, a fertilizer plant, an oil refinery, and a compressor manufacturer in Germany (Demag) as well as an extended training in Denmark. This was achieved during my "Gap year" and several vacations while at Cambridge. As a Student Intern, I went through an Engineering training course which included hands-on engineering skills from welding to machining, instrument repair to plumbing, working in a foundry, a forge, an Ammonia plant, a Sulphuric Acid plant, a fertilizer plant, an oil refinery, and a compressor manufacturer in Germany (Demag) as well as an extended training in Denmark. This was achieved during my "Gap year" and several vacations while at Cambridge.

**PROFESSIONAL AFFILIATIONS:**

Chapter Chair, P&amp;G Alumni, West Coast

Member, Cambridge University Engineers Association

**CERTIFICATIONS:**

Finance for non-Financial Managers (AMA); Pricing (AMA); Project Management (Battelle); Conflict Resolution &amp; Negotiation (Harvard Law); Global Business Leadership (IERG); Praktikant experience (DEMAG, Germany)

Highly regarded industry expert, appearing on CNBC, CNN, in the Wall Street Journal, New York Times, Boston Globe, Houston Chronicle, Business Week, and many others.

**LANGUAGES:** French, Dutch, some knowledge of German**FORMAL BOARD AND ADVISORY BOARD POSITIONS****Free Agent Now** (Sports & Education startup)**2023-Present**

Advisory Board Member

**YKK Corporation**, (\$7 B Japanese Engineering company)**2021 - 2023**

Fellow, Medical Devices Advisory Board

**Silver Fern Healthcare, Llc.** (Healthcare Behavior Change System)**2019 – 2024**Member, Advisory Council <https://www.silverfernhealthcare.com/>**Liquidaty, Inc** (Big Data Cleansing software)**2017 – Present**Member, Advisory Board. <http://www.liquidaty.com/>**Synerscope Fraud & Forensics, Inc.** (C Corp, in Enterprise Software, \$6 Million in funding) – **2011 – 2014**President, Board Member and Secretary <http://www.synerscope.com/>**International Executives Resource Group, Inc.** (501c Corp) –**2010 – 2017**Chairman of the Board <http://www.iernonline.org/>**RetailNext, Inc.** (C Corp, in Enterprise software, \$184 Million in funding to date) – **2009 – JUNE 2022**Advisory Board Member <http://www.forbes.com/sites/benkepes/2015/04/15/retailnext-secures-monster-125-funding/>**Wise Window, Inc.** (C Corp, Online listening, sold to KPMG) –**2009 – 2012**Advisory Board Member <http://en.wikipedia.org/wiki/WiseWindow>

<b>Stamford Innovation Center, Inc.</b> (Incubator for start-ups) – Advisory Board Member	<b>2009-2012</b>
<b>P&amp;G Alumni Association, Inc.</b> – Chairman of West Coast Chapter	<b>2005-2008</b>
<b>Marketing Executives Networking Group, Inc.</b> (501c) – Chairman of the Board	<b>2005-2009</b>
<b>Appstream, Inc</b> application deployment software, sold to Symantec for \$53 Million in 2008 - Interim CMO and advisor	<b>2001</b>
<b>Northwind Systems, Inc.</b> (Public corporation acquired by Entergy, revenue over \$100MM) – Board Member	<b>1998 - 1999</b>
<b>United Way of Greater Houston</b> (501c) – Chairman of the President’s Council	<b>1998 – 1999</b>
<b>Millennia III, Inc.</b> (Software company acquired by EMC) – Board Member	<b>1995 – 1999</b>
<b>New Science Associates, Inc.</b> (Technology consulting, sold to Gartner, Inc.) – Advisory Board Member	<b>1991 – 1993</b>