

# Fred Holahan

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Highly accomplished software industry entrepreneur and executive with deep domain expertise in:

- Software company start-up, capitalization and business operations
- Open source business models, market strategies, licensing, IP leverage
- Volume market strategies and operations, including innovative, high-velocity demand creation
- Infrastructure and application software, including traditional database and “big data”, application and data integration, business process management, SOA and composite application solutions



## **Current – Principal, Open Source Advisory**

I provide consulting and outsourced CMO services to early- and mid-stage software companies. I specialize in high volume demand generation, open source business models, and product /market strategies. I am uniquely skilled at helping software companies to progressively engage their target market audiences, thereby accelerating demand, deal flow and bookings.

## **2003-2007 – Founding CEO, Active Endpoints, Inc.**

- Conceived the market’s first standards-based (BPEL) business process management solution
- Drove VC financing rounds, pioneered open source strategy, negotiated strategic ISV deals
- Navigated company successfully through a challenging CEO transition

## **1998-2003 – Founding CEO, GemLogic, Inc.**

### **VP Business Integration Solutions, Silverstream/Novell**

- Conceived the market’s first standards-based (XML/JEE) application integration product suite
- Negotiated sale of company to Silverstream Software, Novell (then NASDAQ: SSSW)
- LOB vice president at Silverstream and Novell (Novell acquired Silverstream in 2002)

## **1993-1998 – Founding CEO, LexiBridge Corporation**

- Conceived unique suite of mainframe migration and Y2K remediation solutions
- Drove all market strategy and execution, managed all company operations
- Negotiated sale of company to PKS Information Services (today NASDAQ: LVLT)

## **1980-1993 – Software development, product management and executive roles at Interactive Data, Progress Software and DataEase International**

**MBA, Babson College Olin School of Management – 1980 (Beta Gamma Scholar)**  
**BS Management Science, University of Maine – 1978 (Highest Distinction)**