



MettaTech Profile

Mission: To help small to medium sized domestic and international Silicon Valley companies turn their marketing expense into strategic investment by offering value added integrated marketing services.

Services

Strategic Services

- Author corporate and campaign strategic & tactical marketing plans
- Conduct competitive and market analysis
- Ensure consistent branding, positioning, & messaging
- Undertake key organization roles
 - Sales & business development
 - Product management
 - Product marketing management
- Identify and develop channels

Tactical Services

- Design and implment Web sites
- Author, design and layout product collateral, including presentation templates
- Develop and deliver presentations for: Product, sales, corporate, tradeshow, investment, and training events
- Coordinate tradeshow, Venture Capital investment visits, and press & analyst road shows
- Respond to RFIs/RFPs
- Author and negotiate contracts and solution proposals

The Independent Marketer Workshop Series

Half-day workshops for marketing professionals interested in mastering making tools and techniques

- Introductory Principals of Marketing
- Beginner & Introductory Web site Design & Implementation Fundamentals
- Unleashing Powerful Presentations

Visit www.mettatech.com for details outlining each of our services and workshops.

Principal

Michael Becker, mbecker@mettatech.com

Michael Becker has over 12 years of international technology business development and marketing experience spanning numerous industries and technologies: Medical Products, custom test solutions, mobile and internet communications & data services, and client & server application software development.

Michael is founder and primary Principal of MettaTech. Before starting MettaTech, Michael was Director of Product Marketing for Ecrio Inc., a leading provider of presence-enabled applications and infrastructure software for the wireless telecommunications industry. He has developed and marketed Internet communities and electronic book-based mobile commerce solutions for Gemstar Inc., and was responsible for marketing, selling, and delivering communications testing solutions at Hewlett-Packard, now Agilent Technologies. He came to Agilent from A&D Engineering. With A&D, while in Tokyo, Japan, he was responsible for developing the European OEM consumer and professional medical electronics distribution channels, and with A&D's United States subsidiary he managed the North and South American consumer and professional medical products markets.

Michael is an adjunct professor of International Business and Marketing at Golden Gate University, and is currently pursuing a Doctorate in Business Administration, focusing on Mobility Marketing. He has traveled to and conducted business in 49 countries, and was recently a Rotary International Group Study Exchange Ambassador to Vietnam, March 2003. He is an active board member of the Silicon Valley American Marketing Association. He sits on the board as Executive VP of Strategy, and held the VP of Collegiate relations role in the '01/'02 and '02/'03 terms. Michael is functionally fluent in Japanese, has an MBA from Santa Clara University, and a BS in Business Administration from Saint Mary's College of California.

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