

CURRICULUM VITAE

John D. Chisholm

Technology CEO, Serial Entrepreneur & Investor

John Chisholm Ventures
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CITIZENSHIP

USA

EDUCATION

- Graduate: **Harvard Business School**, Boston, MA
MBA, 1978
- Graduate: **MIT**, Cambridge, MA
S.M. Electrical Engineering & Computer Science, 1976
(digital signal processing)
- Undergraduate: **MIT**, Cambridge, MA
S.B. Electrical Engineering & Computer Science, 1975
- High School: **Jupiter High School**, Jupiter, FL
Student Council President, Valedictorian, Class of 1971

WORK HISTORY

- 2009-present **John Chisholm Ventures**, CEO, San Francisco, CA
(www.johnchisholmventures.com) Angel investing and high-tech
entrepreneurial consultancy
- 2008-2009 **MarketTools**, Inc., Executive VP & General Manager
San Francisco, CA (through CustomerSat acquisition)
- 1997-2008 **CustomerSat, Inc.** Founder, CEO & Chairman
Mountain View, CA
(Enterprise feedback management – now part of ConfirmIt)
- 1992-1996 **Decisive Technology Corporation**, Founder, CEO & Chairman
Palo Alto, CA
(First to automate surveys on the Internet – now part of Google)

- 1989-1992 **John Chisholm Group**, President (strategic marketing consulting)
Menlo Park, CA
Clients included IBM, Xerox, Microsoft, Kodak, Amdahl, Sun
Microsystems, Quantum, TechMart, HP, Symantec
- 1983-1989 **John Chisholm**, Technology Marketing Executive & Consultant
Menlo Park, CA
Clients included Xerox (Consultant); Ventura Software (VP
Marketing); NetFrame (VP Marketing); Microbar (VP Marketing);
Pyramid Technology (acting Director of Product Marketing)
- 1982-1983 **Grid Systems**, Mountain View, CA
Senior Marketing Consultant
(First flat-panel laptop)
- 1978-1982 **Hewlett Packard**, Cupertino, CA
General Systems Division (HP 3000 business computer)
Product Manager, 1980-1982
Product Marketing Engineer, 1978-1980
(Data communications, operating software, peripheral support)
- Summer, 1977 **Hewlett Packard**, Loveland, CO
Loveland Instrument Division
Product Marketing Engineer
(Market study for electronic attenuator)
- 1975-1976 **GE Electronics Laboratory** (US Security Clearance)
Syracuse, NY
Digital Signal Processing – Engineer
(Designed and implemented signal processing system using GE’s
then-new Fast Fourier Transform (FFT) chip with AMD bit-slice
microprocessor)
- Fall, 1975 **Massachusetts Institute of Technology (MIT)**
Cambridge, MA
Teaching Assistant, Applied Probabilistic Systems
- 1973-1975 **General Electric Ordnance Systems** (US Security Clearance)
Pittsfield, MA
Systems Programmer/Analyst
(Programmed graphical display of finite element analysis arrays)

BOARDS OF DIRECTORS

2015-present	MIT Corporation (board of trustees), Cambridge, MA
2015-2018	Worldwide MIT Alumni Association, Cambridge, MA (President & Chair, FY2016)
2013-2019	Pyze, Inc. (Mobile intelligence), Redwood City, CA (Co-founder & Chair)
2012-present	Gruter Institute for Law & Human Behavior, Portola Valley, CA (Advisory board)
2012-2014	Network for Teaching Entrepreneurship, New York, NY (Advisory board)
2010-present	Santa Fe Institute, Santa Fe, New Mexico
2009-2015	The Seasteading Institute, San Francisco, CA
2007-2012	Stanford Institute for the Quantitative Study of Society (Chair, 2010-2011), Stanford, CA
2005-2008	Worldwide MIT Alumni Association, Cambridge, MA (Vice president)
1997-2008	CustomerSat, Mountain View, CA (Chair)
1992-1997	Decisive Technology Corporation, Palo Alto, CA (Chair)
1988-1992	Computer Resources Group (CRG), San Francisco, CA
1991-1993	MIT Alumni Fund Board, Cambridge, MA
1990-present	MIT Club of Northern California (Chair, 2009-2015)

BOOKS (Authored)

Integral: A Mathematical Odyssey (2018)

Unleash Your Inner Company: Use Passion and Perseverance to Build Your Ideal Business (2015; Chinese edition published by CITIC, 2019)

MIT ACADEMIC VISITING COMMITTEES

2018-present	Linguistics and Philosophy
2016-present	Libraries
2016-present	Institute for Data, Systems and Society (IDSS)
2015-present	Social Sciences
2005-2008	Mathematics

JOURNALISM

2013-2016	<i>Forbes</i> , Contributor (columns on entrepreneurship, innovation, technology, regulation, economic growth & development)
1992-1995	<i>Unix Review</i> , Monthly Columnist
1990-1992	<i>Unix Today</i> (Later <i>Open Systems Today</i>), Monthly Columnist

PATENTS

U.S. Patent No. 5,400,248, A computer network based conditional voting system (filed 1992, issued 1995).

U.S. Patent No. 6,892,347, Techniques for monitoring user activities at a website and initiating an action when the user exits from the web site (filed 2000, issued 2005).

EXPERT WITNESS

Qualtrics, LLC v. OpinionLab, Inc., IPR2014-00314, -00356, -00366, -00406, -00420, -00421, Patent Trial and Appeal Board (2014). Served as an expert for petitioner in *inter partes* review petitions seeking review of six U.S. Patents relating to online surveys.

OCLI v. Deposition Sciences, Inc. (1992). Analysis and assessment of value of privately held Deposition Sciences, Inc. (optical coatings).

Borkovsky v. Sorcim (1983). Analysis and assessment of value of privately held Sorcim Corporation (publisher of the electronic spreadsheet SuperCalc).

CERTIFICATIONS, AWARDS & AFFILIATIONS

2020-present	Advisory Board, Wiener Center for Social Policy, Harvard Kennedy School, Cambridge, MA
2018-2020	US Council on Competitiveness, Member, Washington, DC
2017-2018	Recommendation Committee, World-Leading Internet, Scientific, and Technological Achievements, World Internet Conference, Wuzhen Summit, Wuzhen, China
2013-2018	Global Partners Council, Institute for New Economic Thinking, New York, NY
2006	MIT Bronze Beaver Award (highest award for service)
2005-2015	Global Customer Experience Management (Global CEM) International Partner, Hong Kong
2001	MIT Alumni Association Presidential Citation
1999	DEMO God Award (www.youtube.com/watch?v=S-H8KEy3ps4)
1999	Association for Service Management, Writer's Award
1997-2003	Association of Interactive Media, Market Research Council
1992	MIT Alumni Association Lobdell Service Award
1988	Dale Carnegie Instructor Certification
1984	Dale Carnegie Sales Course Champion
1981	NAUI Scuba certification

KEYNOTES/PRESENTATIONS

How to Create Silicon Valleys (World Innovation and Entrepreneurship Expo – Alumni Economic Summit, Anting, Jiading, Shanghai, China, September, 2018)

How to Scale Your Business and Promote Entrepreneurship (MIT Global Startup Workshop, Bangkok, Thailand, March 2018)

[How to Design Legal Systems for Special Economic Zones](#) (Chapman Law School, California, January 2018)
<https://drive.google.com/file/d/1JwSRKayKEGpKKuBeoJuO8pjrsvNViiFB/view>

[How AI will Affect Innovation Ecosystems](#) (Hefei, China, December 2017)
<http://www.johnchisholmventures.com/how-will-ai-affect-innovation-ecosystems/>

[How Western Civilization has enabled Silicon Valley](#) (Perth, Australia, November 2017)
<http://unleashyourinnercompany.com/western-civilization-conference/>

The Future of Education (Second China-US Education Summit, Stanford, October, 2017)

[How to Create Silicon Valleys around the World](#) (ImpactCEE2017, Krakow, Poland, May, 2017) <https://www.youtube.com/watch?v=Qa7bS-ejkh0>

[Unleash Your Inner Company](#) (Cambridge University, Judge Business School, March 2017) <http://www.johnchisholmventures.com/cambridge>

[Unleash Your Inner Company](#) (Center for Ethics and Entrepreneurship, Rockford University, December 2013)

[Release Your Inner Company](#) (TEDxUFM, University Francisco Marroquin, Guatemala City, August 2011)

[CustomerSat](#) (DEMO'99 Technology Conference, February 1999)

ARTICLES & CHAPTERS

International Journal of Entrepreneurship and Small Business, “[Drones, Dangerous Animals, and Peeping Toms: Impact of Imposed vs. Organic Regulation on Entrepreneurship, Innovation, and Economic Growth](#),” October 2018
(<http://www.johnchisholmventures.com/regulation>)

Virgin Entrepreneur, “How to become an Innovator,” August 2016
(www.virgin.com/entrepreneur/how-become-innovator)

Technology Review, “The Internet of 1916,” May/June, 2016
(<https://www.technologyreview.com/s/601167/the-internet-of-1916/>)

Libre Mercado, “Online Education Empowers the Best Teachers and Students,” July 19, 2014 (<https://www.libremercado.com/2014-07-19/john-chisholm-la-educacion-online-potencia-a-los-mejores-alumnos-y-profesores-1276524204/>). English version follows Spanish version on web page)

Forbes, “Robots And Software Eating Jobs? Let Them, You Can Create Your Own,” December 12, 2013 (<http://www.forbes.com/sites/johnchisholm>)

Forbes, “As Entrepreneurs Keep Reminding Us, They Lied To Us In Econ. 101,” September 10, 2013 (<http://www.forbes.com/sites/johnchisholm>)

Forbes, “If You Remember 'Peak Oil' And 'Peak Wireless Spectrum,' You're Laughing Now,” August 14, 2013 (<http://www.forbes.com/sites/johnchisholm>)

Forbes, “6 Ways To Save U.S. Startups And Jobs From Death By Regulation,” August 6, 2013 (<http://www.forbes.com/sites/johnchisholm>)

Salesforce Blog, “10 Lessons in Customer Satisfaction,” September 2013 (<http://blogs.salesforce.com/company/2013/09/customer-satisfaction-lessons.html>)

Kaizen Interview, Center for Ethics and Entrepreneurship, Rockford University, May 2010 (www.ethicsandentrepreneurship.org/20100510/interview-with-john-chisholm/)

CustomerThink, “When—and How—Should you “Fire” a Customer?” February 2007 (http://www.customerthink.com/article/when_you_should_fire_customer)

Marketing Research Review, “Building Client Loyalty Yields Strong ROI for Financial Services Provider” (with Lois Koch), October 2004

Marketing Research Review, “Firms Employ ECEM Systems to Monitor all Phases of Interaction with Customers,” February 2002

Customer Service Mgt., “Web-based Customer Surveys” (with M. Massey), Jan-Feb. 2000

Marketing Research Review, “Real-time Competitive Benchmarking via the Internet,” April 1999

Association for Service Management Journal, “Using the Internet to Measure and Increase Customer Satisfaction and Loyalty,” 3-Part Series, Dec. 1998-Feb 1999

Best Practices in Customer Service, Chapter 29, “Using the Internet to Measure Customer Satisfaction and Loyalty,” HRD Press (1998)

Marketing Research Review, “An Integrated Approach: Technology Firm Conducts Worldwide Customer Satisfaction Survey via Email, Internet” (with J. Slevin), Oct. 1997

Telecommunications, “Worldwide Network Reaps Enormous Savings” (with Terry Eastham), December 1978

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