

**Rowland Chen, B.E.S., M.S., M.B.A.**

San Jose, California

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Experienced business executive, management consulting partner, entrepreneur, educator, and board advisor. Experience in numerous industries including technology, financial services, healthcare, pharmaceuticals, chemicals, and consumer products. Expertise in artificial intelligence, strategy formulation and implementation, mergers and acquisitions, and entrepreneurship. Nearly 250 projects and strategic initiatives in portfolio of work. Published author in business and artificial intelligence.

**Professional Experience**

**The Silicon Valley Laboratory Inc., 2021 to present**

**San Jose, CA**

Chief Executive Officer. Increase valuations and execute strategic initiatives for privately held and public companies of all sizes. *A re-branding of 3 to the 3<sup>rd</sup> Consulting which was founded in 2001.* Clients include Global 1000 companies, small early-stage technology firms, and everything in between. Work includes science advisory, management consulting, CEO coaching, and the Center for Ethical Innovation.

**De Anza College, 2023 to present**

**Cupertino, CA**

Adjunct faculty teaching business, entrepreneurship, and innovation. Industry Advisor to Innovation Center.

**Martin Trust Center for M.I.T. Entrepreneurship, 2021 to present**

**Cambridge, MA**

Volunteer mentor to M.I.T. students learning how to be entrepreneurs.

**Carnegie Mellon University School of Computer Science, 2019 to 2021**

**Pittsburgh, PA**

Adjunct Faculty – Visiting Scientist. Work: artificial creative intelligence and women-owned businesses.

**Audio Intelligenza, 2017 to 2021**

**San Jose, CA**

Founder and Chief Executive Officer. Artificial intelligence and music improvisation. Mimic styles of late, great musicians. Software-as-a-service model. A “moonshot project” according to Carnegie Mellon University computer science professors. Hand off to Carnegie Mellon.

**3 to the 3<sup>rd</sup> Consulting, 2001 to 2021 (Rebranded to The Silicon Valley Laboratory)**

**San Jose, CA**

Founder & Chief Executive Officer of this management consulting firm. Projects in transformation, mergers & acquisitions, strategy, operations, supply chain, new market entry, and coaching CEOs.

**Cisco Systems, 2013 to 2016**

**San Jose, CA**

Program Manager. Mergers & acquisitions: due diligence, integration strategy and implementation. Security software, security appliances, collaboration, and cloud computing deals.

**Yahoo!, 2011 to 2013**

**Sunnyvale, CA**

Finance Director. Mergers & acquisitions, supply chain and vendor management streamlining, elimination of fraud, finance transformation, \$300 million capital expenditure savings program, corporate bond issuance during a period of low interest rates.

**Cisco Systems, 2009 to 2011**

**San Jose, CA**

Program Manager (as consultant). Acquisition integration, M&A playbook improvement.

**Alvarez & Marsal Business Consulting, 2006 to 2008** **San Francisco, CA**  
Senior Director. Business transformation, industry disruption, strategy, operations reengineering, customer experience improvement, and restructuring.

**Hitachi Consulting, 2004 to 2006** **San Francisco, CA and Tokyo, Japan**  
Vice President, SF Bay Area Practice Leader. Managed four vice presidents and a team of over fifty consultants. Led major transformation and M&A engagements for global enterprises.

**Capuchino High School, 2001 to 2003** **San Bruno, CA**  
Credentialed mathematics and science teacher at a low-performing public high school.

**Skyline College** **San Bruno, CA**  
Adjunct faculty. Taught business statistics and analytics.

**Viant Corp., 1999 to 2001** **San Francisco, CA**  
Senior Client Partner. Early Internet consulting firm. Extranet site design, development, and implementation for a major brokerage firm.

**C-Change, 1995 to 1999** **San Rafael, CA**  
Co-founder and Chief Strategist of this strategic change management consultancy.

**Electronic Data Systems, Inc., 1994 to 1995** **Plano, TX and Santa Clara, CA**  
Vice President and leader of the strategy consulting practice delivering business transformation projects.

**Gemini Consulting, 1988 to 1994** **Morristown, NJ; San Francisco, CA; and London, England**  
Vice President. Global practice leader for Analysis & Design, High Technology Industry, and Healthcare. Engagements spanned business transformation, corporate strategy, and operations.

**TSAssociates, Inc. 1987 to 1988** **San Francisco, CA**  
Founder and President of this consulting firm focused on the design and engineering of high-technology products. Successful exit.

**Dunn Digital, 1986 to 1987** **San Rafael, CA**  
Co-founder and Vice President of this maker of high-resolution computer graphics systems. Successful exit.

**Diasonics MRI, 1983 to 1986** **South San Francisco, CA**  
Director of several functions. An early employee of this pioneer in the field of magnetic resonance imaging systems. Co-founded the Diasonics Credit Corp. for entry into the medical equipment leasing market.

**General Electric Medical Systems, 1982 to 1983** **Waukesha, WI**  
Product marketing in the International Division for a low-cost x-ray system targeted at developing nations.

**General Dynamics Convair Division, 1979 to 1981** **San Diego, CA**  
Dynamics Engineer designing the guidance system of the submarine-launched Tomahawk cruise missile.

## **Education**

Notre Dame de Namur University, California Teacher's Credential, 2002 **Belmont, CA**  
M.I.T. Sloan School of Management, Master of Business Administration, 1983 **Cambridge, MA**  
Rensselaer Polytechnic Institute, Master of Science Biomedical Engineering, 1979 **Troy, NY**  
Johns Hopkins University, Bachelor of Engineering Science Bioengineering, 1978 **Baltimore, MD**