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STRATEGIES: EXECUTIVE PROFILE, PEOPLE ON THE MOVE



## Siva Narendra

### RESUMÉ

**Name:** Siva Narendra.

**Title:** Co-founder and chief technology officer.

**Organization:** Tyfone Inc. develops banking and payment solutions for mobile handsets.

**Background:** Born and raised in the city of Coimbatore, India, known for engineering and textiles. I moved to the United States in 1993 to pursue graduate education and ended up in Portland in 1997 to work at Intel Labs. At Intel, I worked on design innovations and implementations for energy conservation and statistical performance yield improvement. For the past two years, I have been at Tyfone, which continues to be a tremendously enriching trip.

**Education:** Ph.D. in electrical engineering, Massachusetts Institute of Technology.

**Residence:** Southwest Portland.

### BUSINESS PHILOSOPHY

**Essential business philosophy:** Combine data with good judgment.

**Best way to keep competitive:** Be open-minded and learn from what others have to say.

**Guiding principle:** Do not take anything or anyone for granted.

**Yardstick of success:** Having fun.

**Goal yet to be achieved:** Think of product

**Most respected competitor:** ‘The ones that manage to remain in the blind spot. They are right beside you; you do not see them, until of course it is too late.’

**Siva Narendra**

Tyfone Inc.

marketing from the perspective of a consumer and not a developer.

### JUDGMENT CALLS

**Best business decisions:** Starting Tyfone with a small team of skilled partners has enabled me to learn what it means to build value.

**Worst business decision:** Hasn’t happened yet!

**Toughest business decision:** It is more a career decision, on deciding to go back to school to finish my doctoral studies, although it meant I have to be “poor” for a few long years.

**Biggest missed opportunity:** Protecting the idea of mapping long Web addresses to alias names so it is easier to remember/advertise. I was one day too late in conceiving the concept.

**Mentors:** My dad, for showing that scholarship never ceases and my mom, for instructions on the art of learning.

**Words that best describe you:** Balanced, calm and happy.

### TRUE CONFESSIONS

**Like best about the job:** Being at the frontier of innovation.

**Like least about the job:** Uncertainty. But most of the time it is the uncertainty that leads to innovation.

**Pet peeves:** Inconsistencies and contradictions.

**Most important lesson learned:** Always validate your assumptions and do not take anything or anyone for granted.

**Person most interested in meeting:** Albert Einstein. I would love to hear in his own words how he deduced the theory of relativity.

**Most respected competitor:** The ones that manage to remain in the blind spot. They are right beside you about to overtake; you do not see them, until of course it is too late.

**Greatest passions:** Learning through teaching.

**First choice for a new career:** Artist — love to play with clay and charcoal sketching.

### PREDILECTIONS

**Favorite quote:** “Yes, there is a Nirvana; it is in leading your sheep to a green pasture, and in putting your child to sleep, and in writing the last line of your poem.” — Kahlil Gibran.

**Most influential book:** “Siddhartha” by Herman Hesse. It was one of the books that my wife recommended for me to read. I will not pretend to follow all the philosophical guidance in the book, but it is a book that evolves with you.

**Favorite Web site:** Technologyreview.com

**Favorite cause:** Energy conservation and renewable energy generation. Also, supporting no-kill animal shelters.

**Favorite movie:** I generally like movie themes that tread the line between science fiction and philosophy. Of course, visual effects do not hurt either. “The Matrix” series and “Dark City” are on top of the list.

**Favorite music/musician:** I enjoy listening to a variety with electronica and rock being my preferences. My current listening favorite is The Crystal Method and all-time favorites are ZZ Top and Boney M’s “10,000 Light Years.”

**Most treasured possession:** Health.

**Favorite restaurant:** Anywhere the food is savory with vegetarian choices on the menu. Ambience is not as critical as the food itself.

**Favorite vacation spot:** Wherever the water is aquamarine and within my line of sight. Florida Keys and Kailua are beautiful places.

**Favorite way to spend free time:** Out on a stroll with wife and daughter.