



**Chris Rigatuso Bio**  
[Chris@Rigatuso.com](mailto:Chris@Rigatuso.com)

*A career from Mathematics to Software Systems Performance, to Financial Performance through Business Performance — Mr. Rigatuso represents a continuum of tools, techniques and successful applications and visionary writings.*

Today, Mr. Rigatuso is doing independent consulting with bay area startups to use analytics, refine business models and investor presentations, to build strategic maps for new products and market penetration. In his former position as Director of Business Development at Oracle, Mr. Rigatuso was responsible for a range of Sales and Marketing activities, including sales training across lines of business, model design consulting, customer presentations and customized demo content for Corporate Performance Management, Corporate Governance and Strategic Enterprise Management applications, including Enterprise Planning and Budgeting, Balanced Scorecard and Activity Based Management. Additionally, he covered Daily Business Intelligence (DBI) an innovation for delivering fast operational reporting with drill-to-transaction detail from within the E-Business Suite (ERP, CRM sources). Mr. Rigatuso also covered Siebel Business Analytics and OracleBI Enterprise Edition platform.

Mr. Rigatuso is the author of numerous presentations and papers on using, selling and demonstrating Business Intelligence products as well as strategic whitepapers that discuss the decision power and relevance of data architectures and certain integrations between Oracle products.

Mr. Rigatuso has insight into the drivers of efficiency and value creation in a variety of industries. This comes from broad-based experience including in-person visits with customers at Oracle; in building revenue and cost models in detail — both as advisor and as a investment banker — and writing equity selection algorithms at a hedge fund that spanned industries.

He is expert at understanding the competitive nature of market segments and why certain companies have difficulty achieving goals in operating areas. He is experienced in a variety of underlying causes: HR, cultural, technical, policy oriented issues that impact success and failure of business performance.

Using his knowledge of financial markets, shareholder value drivers, cost drivers, business performance metrics, advertising metrics, strategy mapping, and intelligence reporting architectures, he is able to understand and recommend approaches to fill gaps for specific companies. Furthermore, his smooth and friendly presentation style gathers the confidence, admiration and attention of his audiences. Never one to dictate or proselytize, he creates a friendly, entertaining and open conversation that bears fruit from high yield questions in a non-threatening style. This is of great benefit to your customers and also your Regional Managers and Account Managers, having to contend with many products, customers, and opportunities at once.

*Mr. Rigatuso can be of strategic value both within your firm and outwardly to your customers by combining his internal and external skills and knowledge to bridge gaps in planning and execution within and across departments.*

Mr. Rigatuso has been with Oracle for the previous seven years. During his tenure, Mr. Rigatuso has served as Product Manager for the Activity Based Management product during its acquisition from PriceWaterhouseCoopers through its product launch into profitability its first year, then onto its first redesign into a Java-internet 3-tier architecture. Following this, two years as a Sr. Sales Consultant, before assuming the role of Director of Business Development in Business Intelligence Applications. Prior to joining Oracle, Mr. Rigatuso served for two years with the SoundView Financial Group an investment bank, as a Corporate Finance Associate, preceded by three years with Objectivity, Inc. as Director of Object Database training. Prior to that he worked at Sun Microsystems as software engineer and performance analyst for system performance optimization creating several innovations in performance management tools for systems. He received an award for innovation in operating system release criteria, from Eric Schmidt, then at Sun Microsystems. Also he was published in Unix system performance journals for innovation in system performance monitoring tool design.

Mr. Rigatuso holds a bachelor's degree in Mathematics and Computer Science from University of Minnesota and an MBA from the University of California at Berkeley, Haas School of Business. At Haas, his focus was Competitive Strategy and Financial Markets.

Copies of certain publications and resume available upon request.

**List of Publications:**

- Project Portfolio Analysis for Internal IT
- Strategy-Focused Business Planning for Sustained Corporate Performance
- Corporate Governance: A Balanced Scorecard Approach
- Customer Profitability in the Communications Industry
- Scenario Modeling in Activity Based Costing
- The Oracle Integration of General Ledger to Activity Based Management
- Improving Product Cost Accuracy
- Oracle Time and Labor integration to ABM
- Why Manufacturers Stumble on the Internet
- Collaboration between Firms in Information Technology
- Role negotiations for matrixed program management teams
- Performance Management of Systems in a Networked Environment
- Human Factors Rating Scales in System Software Release Cycles
- Working Set Monitor for displaying Operating System Performance