

Baker Pacific – Introduction

Baker Pacific specializes in corporate development strategy and M&A transactions for technology companies. Baker Pacific is especially well-suited for situations where a company finds itself contemplating or facing a significant transaction (such as a sale of the company or an acquisition) and needs additional expertise and bandwidth to be successful.

Baker Pacific's philosophy is not to just do deals, but to do the right deals. Its orientation reflects the impartiality and deeper industry understanding of an internal strategy and corporate development executive, as opposed to a transaction-oriented outside advisor. Baker Pacific is not afraid to advise against doing a deal.

Baker Pacific's primary focus areas are:

- Corporate Development Strategy and Planning
- Mergers and Acquisitions
- Sale of a Company
- Strategic Partnerships

David M. Shanberg – Background

David Shanberg has led communications, Internet, software, and other technology mergers, acquisitions, strategic alliances, venture investments, business development, and finance activities for the past 17 years, completing transactions totaling over \$90 billion. He also has a previous 4 years of experience in technology consulting.

Prior to forming Baker Pacific, at Cometa Networks, he was responsible for corporate development, strategic business development, and partnerships with telecom carriers and venue providers, including Cometa's deals with Sprint and Toshiba. Before joining Cometa, Shanberg was Vice President of Corporate and Business Development for EarthLink and Senior Vice President of Corporate and Business Development for PeoplePC, where he led the sale of PeoplePC to EarthLink. He held positions of increasing responsibility within SBC Communications Inc. (now AT&T) from 1993 until 2000. Those roles included CFO of Pacific Bell's \$4.5 billion consumer division and Director of Corporate Development. Shanberg focused on transactions ranging from venture investments to multi-billion dollar mergers and was instrumental in SBC's acquisition of Ameritech, acquisition of Pacific Telesis, strategic investment in Telkom South Africa, and numerous data and Internet deals. He began his career as a consultant for Accenture and earned an MBA from the Stanford Graduate School of Business and a BA in Computer Science and Management Science from the University of California at San Diego.