

## *About Invisor*

Invisor is a premier provider of strategic marketing consulting services to the global semiconductor, computer and communications industries. Founded in 2003 by tech industry veterans Steve Tobak and Laura Abram, Invisor has a unique approach to developing and implementing innovative strategies that help companies overcome critical barriers to growth and profitability.

All companies reach plateaus where their marketing and business strategy is no longer effective in maintaining sales and earnings growth. Management teams instinctively know when they've reached these inflection points, but their time is spent immersed in day-to-day operations. They need an objective perspective and expertise to help them identify, analyze and act on critical market opportunities, strategic threats and barriers to success.

Invisor helps companies develop and implement new strategies through a process that combines elements of strategic planning, brand development and change management into a streamlined process that's flexible and scalable to meet their individual needs. Invisor's partners developed their expertise through decades of operational, marketing and executive management experience. Along the way they've helped numerous companies – including Cyrix, National Semiconductor, Rambus, Stac Electronics, Tandem Computers, Tessera and VLSI Technologies – to achieve success in highly competitive markets.

## *Our Experience*

Invisor's partners are successful, high-tech industry veterans with proven track records in startup, post-IPO and Fortune 1000 companies. Our experience has primarily been in leadership roles with chip companies that address the computer and communications markets. We recently led the successful repositioning of Rambus and its products, including the deployment of the company's new brand identity, internally and externally. We also led the development and implementation of Tessera's marketing strategy and corporate identity, and later played a critical role in the company's successful IPO.

Steve Tobak is a well-known Silicon Valley marketing strategist. Prior to his role as Sr. VP at Rambus and Tessera, he served as corporate marketing VP for National Semiconductor and microprocessor-maker Cyrix, where he played a critical role in creating the low-cost PC market. Tobak began his 23-year career as an engineering manager with Texas Instruments. Laura Abram is a strategic communications expert who has partnered with industry leaders to develop and launch worldwide corporate branding and "strategic change" initiatives. Prior to consulting for Rambus, she held director-level marketing and communications positions with Tessera, National and VLSI Technology. Abram began her 23-year career in broadcasting and her high-tech career as sr. manager for corporate communications at Tandem Computers.

## Our Services

We provide our clients with a complete array of strategic marketing services, including flexible, scalable end-to-end solutions that are customized to meet the needs of a broad range of applications:

- *Corporate turnarounds.* Lead or assist in leading corporate turnaround and repositioning, including crisis management.
- *Strategic planning.* Lead development and execution of corporate-wide strategic planning process.
- *Business / product expansion.* Lead business and product expansion to maintain growth and profitability and reduce product and customer concentration.
- *Business / product planning.* Lead development of new business or product strategy and plans.
- *Competitive analysis.* Analyze competitive landscape and develop strategies and plans to prevent or reverse market share or margin erosion.
- *Brand Identity development.* Develop and deploy corporate brand identity, including vision, goals, strategy, core values, value prop., graphical representation.
- *Change management.* Develop goal alignment and communications strategies and tactics to affect change in attitude and behavior, internally and externally.
- *Repositioning to improve company perception.* Analyze and overcome negative customer or industry perception, attitude and behavior.

## Why Invisor?

We're not like other consultants. We understand your technology, your markets, your customers, your competitors. We have decades of relevant, hands-on experience in highly competitive, global markets. We also have the unique balance of left-brain analytical and right-brain innovative capability that's critical to delivering inspired solutions to the complex problems tech companies face. And most importantly, we deliver bottom-line, measurable results ... no matter what it takes.

## Contact Information

[www.invisor.net](http://www.invisor.net)

Laura Abram                      650.365.9730                      [labram@invisor.net](mailto:labram@invisor.net)

Steve Tobak                      831.335.3684                      [stobak@invisor.net](mailto:stobak@invisor.net)