

Executive Bios

Mark Ruddock

President and CEO

Mark Ruddock joined Viigo as President and CEO after having worked with the team for a number of months in his capacity as Entrepreneur-in-Residence at Ventures West.

Mark came to Ventures West in 2006 after the acquisition of INEA Corporation, a Ventures West portfolio company he founded. At Ventures West he was involved in identifying and evaluating investment opportunities in the Web 2.0 and Mobile sectors.

As the founding CEO of INEA Corporation, a software company focused on the Financial Services Industry, he led a fast growing organization that became a key strategic partner to many of the world's leading financial institutions. By 2006 INEA had deployments in over 44 countries worldwide. After the acquisition by the Cartesis Group in June 2005, he joined the Paris-based management team as Chief Product Officer, where he led the successful integration of the two companies. Cartesis was subsequently acquired by Business Objects in 2007.

Jay Steele

Founder and CTO

A software architect, technical manager, inventor, and product visionary with over seven years combined experience in the Internet, mobile computing, mobile Java, and telecommunications domain.

Mr. Steele was founder, President & Chief Technology Officer of Plazmic Inc., a company specializing in rich-media graphics solutions for wireless mobile devices. Mr. Steele was the visionary and architect behind Plazmic's various product lines, and helped lead the company's products launch in Japan on NTT DoCoMo's i-mode network, licensed to companies such as Disney Internet Group Japan. In 2001, Plazmic was acquired by Research in Motion (RIM), and Mr. Steele became Director of Graphics Architecture as RIM began releasing colour products into the marketplace.

Prior to Plazmic, Mr. Steele was a graduate of the University of Waterloo's Computer Science program specializing in Computer Graphics. He worked for Toronto-area companies Pulse Microsystems and Side Effects Software, and was also a winner of Sun Microsystems prestigious Java Cup contest in 1996 for Java Programming.

Mr. Steele is co-inventor on numerous patents filed worldwide.

Peter Ng

VP, Sales & Services

Peter is responsible for subscriber and revenue growth, and implementation services. Peter was formerly with Cartesis (which was recently acquired by Business Objects), where he was Vice President, Worldwide Planning Services. Prior to that, he was Vice President, Services at INEA (which was acquired by Cartesis in 2005). Peter is an experienced Software executive with over 17 years experience helping to build, operationalize, and grow highly successful Software and Services businesses. Prior to INEA, Peter held leadership positions with Siebel Systems, Janna Systems, and APG.

Peter holds a BAsC in Computer Engineering with an Option in Management Sciences from the University of Waterloo, and is a member of the IEEE.

Robert Belliveau

VP, Business Development

As Vice President, Business Development, Rob is responsible for the strategic development of channels and alliances through which Viigo products will be distributed. Having spent over a decade in the telecommunications industry, Rob has held various positions in senior management.

As Senior Vice President, Sales and Marketing, for London Telecom Network Inc., he was responsible for sales forecasts, budgetary matters and strategic planning. He executed national marketing campaigns tripling revenue from 22 to 67 million during the years 1995 – 1997. He also served as Vice President, External Affairs for Primus Telecommunications Canada Inc. Among his duties were strategic regulatory matters, public relations and corporate communications.

Throughout his years of executive management, Rob has acquired considerable experience in sales planning, marketing and strategic alliances, corporate development and strategic planning, as well as corporate communications and investor relations. He has worked with suppliers and partners in developing and negotiating complex technical agreements and alliances.

Rob earned an Honours B.A. from Dalhousie University and holds an M.A. from the University of Saskatchewan.

Niranjan Mayya

VP, Product Engineering

As Vice President, Product Engineering, he is responsible for the development and deployment of Viigo's product suite, overseeing software development, support and QA teams. He has more than 11 years of software development experience as a developer and senior technical manager.

Prior to joining Viigo, Niranjan was Vice President, Software Development for Pulse Microsystems. At Pulse, Niranjan led the development of the company's multiple product lines in both the industrial and consumer markets. His accomplishments included the creation and development of a consumer market product line for Pulse's product suite, which quickly achieved a market leading position in USA; the setting up of a remote development team in Greece, and successfully outsourcing development of Pulse's products there; leading the research into innovative technologies that led to the granting of several worldwide patents in the areas of computer graphics, internet systems and computer algorithms.

Niranjan holds a Bachelor of Engineering degree from the University of Poona, India, a Master of Science and PhD from the University of Florida, Gainesville, USA. His other work experience includes software development in a research company in India and teaching and research positions at the University of Florida.

Frank Grimaldi

VP, Finance & Operations

Frank brings with him 11 years of Finance and Operations experience. Most recently at Cartesis Canada, Frank was responsible for the Finance and Operations function of Cartesis' Canadian subsidiaries. Prior to that he was at INEA, where his responsibilities included a wide range of finance and operations roles, including both internal and external financial reporting, budgeting and forecasting, tax management, revenue recognition, internal policies and procedures, facilities and the oversight of the day to day accounting functions. Prior to INEA, Frank was a Manager in Arthur Andersen's Risk Consulting practice.