

# Regis McKenna

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In their Millennium 100 list, San Jose Mercury News named Regis McKenna one of the 100 people who made Silicon Valley what it is today. McKenna helped launch some of the most important technological innovations of the last thirty years including the first microprocessor (Intel Corporation), the first personal computer (Apple Computer), the first recombinant DNA genetically engineered product (Genentech, Inc.), and the first retail computer store (The Byte Shop).

McKenna founded his high tech marketing firm, Regis McKenna, Inc., in Silicon Valley in 1970 after working in the marketing departments of two early semiconductor-pioneering companies. The firm evolved from a high tech marketing support business focused on high tech start-ups to a broad based marketing strategy firm servicing international clients in many different industries. McKenna retired as an active partner in the firm in 2000. McKenna and his firm worked with a number of entrepreneurial start-ups during their formation years including: America Online, Apple, Compaq, Electronic Arts, Genentech, Intel, Linear Technology, Lotus, Microsoft, National Semiconductor, Silicon Graphics, 3COM, and many others. In the 1970's he helped the Irish Development Authority (IDA) develop the country's long-term strategy.

McKenna has consulted on strategic marketing and business issues to industrial, consumer, transportation, healthcare and financial firms in the United States, Japan, and Europe. Through most of the 1980's, he was the only non-employee to serve on Apple's Executive Management Staff.

McKenna has also been an active investor in high tech entrepreneurial companies for the past 30 years and was a General Partner of Kleiner Perkins Caufield & Byers. As an angel investor, he has provided seed financing to Weblogic, the first application server, and helped build that company's management team. BEA acquired Weblogic in 1998. McKenna also was co-founder of BroadWare Technology. The company developed and marketed a high-availability video server and was acquired by Cisco in 2007.

McKenna writes and lectures extensively on the social and market effects of technological change advancing innovations in marketing theories and practices. McKenna is the author of numerous articles and publications including five books on marketing: "The Regis Touch" (1985), "Who's Afraid of Big Blue" (1989), "Relationship Marketing" (1991), "Real Time, Preparing For the Age Of The Never Satisfied Customer" (1997), and "Total Access" (2001). McKenna recently served on the International Advisory Board of Toyota Motor Company. He is on Silicon Valley Bank's Venture advisory board and Opus Capital's Advisory Board. He was founding member of Santa Clara University Center for Science, Technology & Society, and a trustee of Santa Clara University since 1986. He is on the board of directors of a number of entrepreneurial high technology companies including Nanosys and GoldenGate Software.

Born and raised in Pittsburgh, Pennsylvania, McKenna attended Saint Vincent College and is a liberal arts graduate of Duquesne University. In 1962, he moved to Silicon Valley.