



Jim Lysinger

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Jim Lysinger's business career spans 28 years; all focused Sales & Marketing. After completing his education with an MBA in 1988, Jim joined a major US network company selling voice and data services. There he gained the sales skills necessary to be successful in a high-paced technology environment, and worked his way into management responsibilities.

After 8 years, Jim sought out a role in a smaller-sized company where he could apply his skills, ideas and drive to have a more direct impact on overall company strategy and growth. He joined a startup audio and video conferencing player that was soon acquired by a global leader in that space, french-based Genesys Conferencing. Appointed the responsibility for US Sales, Jim and his team drove revenue growth at +70% over the next three years to \$125m. With that proven formula for success, Jim relocated to Europe in 2002 to apply his strategies and principles in the 15 countries across Genesys-Europe. Two years later Jim was named Executive Vice President with global responsibility for Sales and Marketing where total revenues grew to \$225m by 2008, culminating in the sale of Genesys to a large competitor.

Upon exit, Jim partnered with a former Genesys colleague to form The BULB llc, a private equity firm that partners with startups doing really clever things with cloud technology. Enabling innovative entrepreneurs with necessary capital, plus active gray-haired advisement on the how-to's of driving scale and global reach towards a lucrative exit. The first of such investments was [BIME Analytics](#), a cloud-based business intelligence solution they helped form and launch in France in 2009. Within four years they had a proven business model in Europe, and Jim joined the day-to-day management of BIME as VP North America in 2013 to assemble and launch a formidable US presence. BIME continued it's rocket growth, globally, drawing market attention as a leader in the emerging cloud BI space. BIME was acquired by bay area unicorn [Zendesk](#) in October 2015.

Jim resides in Kansas City, Missouri and continues to be active in The BULB's portfolio of angel investments.