

## John W. Cleveland

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### Executive Leader | Human Resources (CHRO)

Highly respected Human Resources and Total Rewards leader with experience in technology and aerospace. A trusted advisor to the executive team who partners with the Board of Directors and Compensation Committee on strategies including executive compensation design and competitive positioning of Seagate programs for talent and attraction strategies. Over 20 years' experience working with Board of Directors of public companies. Key areas of expertise include:

- Executive Compensation
- Succession Planning
- M&A | Divestitures
- Diversity and Inclusion
- Equity Programs

### Board Leadership

#### Board Experience

Supported public Board of Directors on Executive Compensation matters, Succession Planning, Diversity and Inclusion, and Total Rewards.

#### Advisor to SkyDeck, UC Berkeley Start Up Accelerator

Lead advisor to pre-IPO companies providing HR expertise and recommendations.

#### Advisory Board Member, Empath

Provide insight and input on product and Go-to-Market strategies.

### Experience

SEAGATE, INC.

2006 – 2020

#### CHRO, Senior Vice President Human Resources (2017 – 2020)

Responsible for leading key global human resources initiatives and people strategies.

- Provided strategic and functional leadership to a global Human Resources team.
- Drove the globalizaion of the company's diversity and inclusion commitment.
- Stewards the company culture.
- Strategic Business Partner to an evolving leadership team.

#### Vice President Human Resources

#### Global Compensation, Benefits, M&A, Compliance and Mobility (2006 – 2017)

Overall responsibility for global total rewards strategy inclusive of, executive, variable, and equity compensation, global sales incentive design, health and welfare benefits, new growth opportunities, mergers and acquisitions and compliance.

- Built and drove the transformation of Seagate's Total Rewards programs to a pay for performance compensation strategy.
- Partnered closely with executive management, Board of Directors, and the external advisor to the Compensation Committee on the total rewards strategy and executive compensation programs.
- Chaired the Benefits Administration Committee (fiduciary and non-fiduciary).
- Implemented a multi-year benefits strategy that resulted in substantially below market costs.
- Partnered with HR leadership team to develop programs that support the business.

SYNOPSYS, INC.

2003 – 2006

#### Director Global Compensation

Overall leadership for total compensation programs for executive, sales, and non-sales employees

- Developed human resources impact and presented quarterly to the Compensation Committee of the Board of Directors.
- Introduced a Total Rewards Summary that improved employee awareness of the value of the programs the company offered.
- Proposed and managed an employee stock option exchange and similar cash bonus for executives.

SIEBEL SYSTEMS, INC.

2003

**Director World Wide Compensation**

Worked with Tom Siebel to reengineer Siebel's worldwide compensation and benefits strategy, including recommended changes and global implementation.

GLOBESPANVIRATA, INC (Virata) Santa Clara, CA

2001 – 2003

**Vice President, Human Resources West Coast, Acting Director Compensation, Vice President, Human Resources - Virata**

Managed multi-site Human Resources needs for a high technology company.

- Provided business partner senior leadership as well as advice and counsel to senior management.
- Collaborated with strategic business partners to develop succession-planning process to ensure the continued pool of key talent for current and future organizational needs.
- Attended Board meetings to present HR initiatives and updates.

EMPOWERTEL NETWORKS, INC., Milpitas, CA

2000 – 2001

**Vice President, Human Resources**

Managed the world wide Human Resources needs of a multi- national high growth startup company in Canada, India and Corporate office in Milpitas.

- Grew the company from 75 employees to over 250 in less than nine months while implementing the necessary infrastructure to support the growth.

**Additional Relevant Experience**

SYZYGY CONSULTING GROUP, Los Gatos, CA

**Founder and Managing Director**

Marketed and provided total compensation and performance management consulting services to clients.

XILINX, INC., San Jose, CA

**Director, Strategic Management Processes****Director, Compensation and Benefits**

Managed the Human Resources needs of multiple U.S. and international sites in a high growth business. Initiated and drove the Strategy Planning process for the business.

VLSI TECHNOLOGY, INC., San Jose, CA

**Director, Worldwide Corporate Compensation, Benefits, HRIS****Education****Master of Business Administration (M.B.A.)**, Pepperdine University, Malibu, CA**Bachelor of Arts (B.A.), Industrial Psychology**, University of California, Berkeley, Berkeley, CA,**Professional and Community Involvement**

Advisor to SkyDeck – UC Berkeley start up accelerator

Member of the Board of Directors - Santa Cruz Breakers Soccer Academy

Adjunct Faculty Lecturer – San Jose State University

Advisory Board - UC Berkeley Extension's Certificate of Business Administration