

PROFILE: BOB PLASCHKE, SONIM TECHNOLOGIES



Bob Plaschke, President and Chief Executive Officer of Sonim Technologies, brings a decade of experience in the wireless industry, including various executive roles, to the Silicon Valley-based company. Sonim pioneered a segment-centric approach to mobile-phone services by providing ultra-resistant phones that withstand extreme environments to the multi-country audience that craves them.

One of the youngest CEOs in the mobile industry, Plaschke transformed Sonim from a software business into a hardware company by leveraging its IP-based technology and tailoring new devices to reach an emerging segment of users—the “rugged” individuals who are passionate about products built for hands-on jobs or untamed terrain. The visionary Plaschke prefigured the cell-phone industry’s segmentation and recognized this rugged niche as an untapped opportunity.

Sonim launched the world’s toughest GSM phone, the Xtreme Performance 1 (XP1), in Europe in December 2007. The enthusiasm for XP1 was contagious and by August 2008, the XP1 was available in 32 countries. Sonim will launch the XP3 Enduro, the world’s first submersible phone, in the coming months, further demonstrating its commitment to rugged individuals whose needs have not been met by other mobile-phone providers.

Prior to his appointment at Sonim, Plaschke served as entrepreneur-in-residence at Sutter Hill Ventures, where he focused on wireless investments. Before joining Sutter Hill, he was Senior Vice President of worldwide client services at Infospace. He also served as Chief Financial Officer and Vice President for Business Development at Prio, a wireless and wireline promotion infrastructure company later acquired by Infospace.



There he oversaw the implementation of wireless data solutions across the company's carriers.

Plaschke started his career at Arthur Andersen in their consulting division in 1985. He was then poached to join the Information Consulting Group (ICG), at the young age of 26, where he lead a practice group there as vice president. ICG was later acquired by McKinsey, and while Plaschke joined McKinsey as an IT specialist, he quickly transcended his role and became an associate.

In terms of accolades, Plaschke was inducted into the Young Presidents' Organization's San Francisco Bay Chapter in September 2008. Plaschke is also a board member of the CTIA's Wireless Internet Caucus. The group includes key industry CEOs that advise the CTIA on how to maintain and develop a vibrant wireless Internet ecosystem.

Plaschke received his undergraduate degree in computer engineering from Northwestern University and earned his MBA at the University of Chicago. He was raised in Louisville, Kentucky, and currently resides in Atherton, California, with his wife, Betsy, whom he dutifully courted for 10 years—a reflection of his tenacious approach to life. He and his wife are the parents of four sons, James, Andrew, Robert and John—ages 8, 5, 4 and 2, respectively. Plaschke enjoys exploring the outdoors with his family and cultivating his boys' appreciation of nature and all things rugged.

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