

Executive Bios



Isaac Garcia, co-founder and CEO

As co-founder and CEO of Central Desktop, Isaac oversees business strategy and sales for the company. Isaac has a proven record in both early-stage technology companies and enterprise sales & marketing. He started his technology career in 1996 as the first sales rep at Quote Desk Software, which was later acquired by CNET Networks, Inc. in 2000. As a founding partner at Upgradebase, Isaac served as Vice President of Sales & Marketing where he oversaw all business development and sales for the company. During his 3 year tenure at CNET, Isaac served as a Director of North America Enterprise Sales for CNET Channel. As Director, he was responsible for the acquisition, sales and management of global partnerships with Microsoft, Google, EBay, Yahoo, Insight and Best Buy. Isaac led and managed CNET's global partnership with Microsoft to launch the Windows Marketplace campaign in 14 countries, the largest sales and marketing campaign ever launched by Microsoft. Isaac received a BA in English from Ambassador University and attended the University of Northern Colorado Graduate School where he studied English Literature for a Master of Arts.



Arnulf Hsu, co-founder and CTO

As co-founder and CTO of Central Desktop, Arnulf oversees all architecture and product development for the company. Arnulf combines agile technology experience with a business background that spans early-stage start-ups to acquisition. As the original founder of Upgradebase, Arnulf served as President and Chief Technology Officer where he oversaw product development and operations in the US, Pakistan and India. During his 3 year tenure at CNET, Arnulf served as Director of Global Product Marketing where he managed all aspects of new product marketing and development for CNET Channel. Arnulf worked closely with customers, sales teams and the executive committee to oversee the planning, development and launch of new products. Arnulf attended the Electrical Engineering school at UC Irvine.