



## James B. Treleaven

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### EDUCATION

- Case Western Reserve University, Weatherhead School of Management*  
**Ph.D. in Management** **1990**  
Major: Information Systems. Minor: Operations Research  
Dissertation: "A Protocol Study of a Complexity Model of Information Acquisition from Graphs and Tables"
- University of Minnesota, Carlson School of Management*  
**M.B.A.** **1973**  
Concentration in finance and general management. Graduated top 10% of class.
- Case Western Reserve University, Case School of Engineering*  
**B.S. Computer and Systems Engineering** **1969**  
Case Honor Key Recipient. Dean's Citation. Blue Key Honorary Scholarship and Leadership Fraternity. President, Phi Delta Theta. Varsity Football, Wrestling.
- Case Western Reserve University, Weatherhead School of Management*  
**Postgraduate Certificate In Management Information Systems (MS IS)** **1977**
- Kellogg Graduate School of Management, Northwestern University*  
**Kellogg Management Institute** **1996**

### PROFESSIONAL EXPERIENCE

- Via Strategy Group, LLC* **2007 – Present**  
**President & CEO, Founder**  
President of strategy consulting firm specializing in the development of growth and turnaround strategies for technology companies. Also, Chairman, Speerz, LLC. Director, Smart Track Logistics, Inc. Director, Pinnacle, Inc.
- Repository Technologies, Inc.* **2007 – 2008**  
**Receiver**  
Appointed Receiver by U.S. Federal District Court for enterprise software firm in Chapter 11. Successfully managed to cash flow positive and sold firm. RTI is now operating profitably as a unit of the acquiring software firm, Harris Data, Inc.
- DeVry University Chicago* **2006 – 2007**  
**President**  
President of Regionally Accredited, 15,000 student, 3 campus University offering Bachelors and Masters degrees in Business and Technology. In two years improved all operating measures (financial and educational outcomes) to the best overall in a for profit system.
- Catalyst International Inc. Milwaukee, WI* **2001 – 2006**  
**Chairman, President, CEO**  
Turned around failing NASDAQ listed enterprise supply chain software company. Grew revenue 35% and improved earnings from a \$10 million loss to a \$1 million profit. Finalist for American Business Awards Turnaround of the Year in 2004.

<i>Global CommerceZone Inc. Chicago, IL</i> <b>President and Chief Executive Officer</b> Developed leading startup in international trade logistics software and services.	<b>2000 -2001</b>
<i>Geac Computer Corp. Markham, Ontario</i> <b>President, Enterprise Solutions Division</b> Turned around Dun and Bradstreet Software (\$400mm) after acquisition by Geac. Grew revenue 12% after decade of decline. Improved from a loss to a significant profit.	<b>1997 -2000</b>
<i>Moore Corporation Chicago, IL</i> <b>Vice President, Marketing</b> Responsible for all marketing activities and technology businesses of this Fortune 500 printing company.	<b>1995 -1997</b>
<i>UARCO, Inc. Barrington, IL</i> <b>Vice President, Marketing</b> Responsible for all marketing activities and technology businesses of this \$1B forms printer. Launched successful Impressions global digital printing network.	<b>1993 -1995</b>
<i>Battelle Venture Partners Columbus, OH</i> <b>Managing Partner</b> Responsible for the venture capital activities of the world's largest independent research firm.	<b>1991 -1993</b>
<i>Pansophic Systems Inc. Lisle, IL</i> <b>Sr. Vice President and General Manager</b> – Graphics Products Division Developed division from startup to \$40mm and profitability through three successful acquisitions and organic growth.	<b>1985 -1991</b>
<i>Visual Intelligence Corp. Amherst, MA</i> <b>President and Chief Executive Officer</b> Turned around foundering real time computer graphics software startup to successful sale.	<b>1983 -1985</b>
<i>Chase Manhattan Bank. Boston, MA</i> <b>Vice President, Sales and Marketing</b> –Information Services Group Company grew from \$7mm to \$110mm. District Manager of the year. Regional Manager of the year.	<b>1975 -1983</b>
<i>IBM/CDC. Cleveland, OH</i> <b>Marketing Representative</b> –Service Bureau Corporation Number one salesman in global sales force.	<b>1974 -1975</b>
<i>Sperry Univac. Roseville, MN</i> <b>Sr. Development Engineer</b> Participated in the design of two major computer systems. Developed pioneering electronic CAD software.	<b>1969 -1974</b>
<i>IBM. Cleveland, OH</i> <b>Data Center Supervisor</b>	<b>1967 -1969</b>

## SELECTED PUBLICATIONS AND PAPERS

1. Treleaven, J.; Kennedy, M.; Dean, B.; An Integer Programming Model for Zero Base Budgeting. TIMS/ORSA Joint National Meeting, April 1982.
2. Treleaven, J.; Wolf, C.; Decision Support Systems: Management Finally Gets Its Hands on the Data. *Management Technology*, November, 1983.
3. Treleaven, J., A Study of the Effects of Merger and Acquisition Activity on the Structure of the Computer Graphics Industry. Frost and Sullivan Conference on Computer Graphics. January 1988.
4. Treleaven, J., A Protocol Study of a Complexity Model of Information Acquisition from Tables and Graphs. Case Western Reserve University, 1990.
5. Lange, B.; Treleaven, J.; Gershman, A.; OMNI: A Corporate Knowledge Environment for Cooperative Work. Conference on Computer Supported Cooperative Work 1991
6. Kennedy, M.; Te'eni, D.; Treleaven, J.; Impacts of decision task, data and display on strategies for extracting information; *International Journal of Human-Computer Studies*, February 1998.
7. Treleaven, J., Optimizing the Customer Centric Supply Network; *C-Level Business Review*, Volume XXXI, 2003
8. Treleaven, J., Software Best Practices: Growth Strategies; *Executive Blueprints*, 2004
9. Treleaven, J., Measuring Corporate Success: Metrics and Strategies, *Executive Blueprints*, Aspatore Books, 2005
10. Perspectives on the Chicago Tech Scene, Blogtalk Radio, 2011.
11. Perspectives on US Workforce Challenges, Blogtalk Radio, 2011.

## PROFESSIONAL ACTIVITIES

1. General Conference Co-Chair, National Computer Graphics Association (NCGA) 1993, Philadelphia, PA.
2. Finance Track Chair, National Association of Broadcasters (NAB): Multimedia World 1993, Las Vegas, NV.
3. Products Chair, Information Technology for Executives and Managers (DSS) 1988, 89, 90, 91, 92.
4. Conference Chair, NCGA 1990, Anaheim, CA.
5. Exhibits Chair, ICIS 1996
6. Served as referee for *Management Science*, *MIS Quarterly*, International Conference on Information Systems, and the Conference on Information Technology.
7. Instructor, Case Western Reserve University.
8. Delivered lectures at Case Western Reserve University, Harvard Business School, MIT Sloan School of Management, University of Minnesota, Dominican University.
9. Speaker at over 50 academic and industry conferences on a variety of subjects including: M&A, US Workforce and STEM Education, Entrepreneurship, Innovation, Economic Outlook, Information Systems, Human-Computer Interaction, CAD, and Decision Support Systems.
10. Featured on CNN and Financial News Network.

## **PROFESSIONAL MEMBERSHIPS**

1. TechAmerica. Treasurer, Board of Directors.
2. Illinois Technology Association, Board of Directors.
3. AIS (Association for Information Systems).
4. INFORMS, The Institute of Management Sciences (TIMS). College on Information Systems. Conference Planning Committee.
5. National Computer Graphics Association (NCGA). Chairman of the Board, Board of Directors. Chair, Corporate Advisory Board.
6. Association for Computing Machinery (ACM). Special interest groups on Human-Computer Interaction, Computer Graphics and MIS.
7. IEEE Computer Society.
8. Association for Systems Management.
9. National Association for Business Economics.
10. Turnaround Management Association.

## **ACADEMIC/DEVELOPMENT ACTIVITIES**

1. Visiting Committee, Weatherhead School of Management, Case Western Reserve University.
2. Advisory Board, Dominican University Brennan School of Business.
3. Dean Search Committee, Weatherhead School of Management, Case Western Reserve Univ.
4. Case Western Reserve University, Chair, Fieldhouse Campaign Committee.
5. Presidents Club, The Ohio State University.
6. The Ohio State University, National Major Gifts Campaign Committee.
7. The Ohio State University, Committee for Olympic Sports.
8. President, Alumni Association of Case Western Reserve University.

## **PERSONAL**

Married to Cheryl Treleaven, EVP, HLB Communications, Chicago, IL  
Four Children, One Grandchild  
Active in sports