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| DOUG FREDE, MBA |

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## EXECUTIVE TECHNOLOGY LEADER

Healthcare Technology Development | Business Strategy and Execution | Team and Organization Building

* Hands-on entrepreneur and leader with expertise in creating and scaling companies from founding to exit
* Recognized and awarded for leading teams, enhancing company culture, increasing morale through steadfast leadership, and aligning goals with company vision and corporate strategy
* Versatile and skilled professional and subject matter expert with unique insight, perspective, and combination of finely tuned business acumen and technical expertise; flawless abilities to effectively communicate with technical teams, stakeholders, management, and diverse customers
* A hands-on leader delivering products based on customers' needs utilizing technology, iterative product development, technology vision, and natural ability to solve problems creatively

#### AREAS OF EXPERTISE

Executive Leadership | Agile Planning and Execution | Product Strategy | Market Strategy | Change Management Software Development | Cloud Computing | HIPAA, PCI, and Regulatory Compliance | Team Building | Clinical Informatics

#### AWARDS AND RECOGNITION

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| *Biz Times Bravo Entrepreneur Award*  True Process: 2017 | *Milwaukee Business Journal Best Places to Work*  True Process: 2016, 2017 | *MMAC Future 50*  True Process: 2010, 2011, 2012  Ascedia: 2003, 2004, 2005 |

#### PROFESSIONAL EXPERIENCE

Principal Consultant and Co-Founder / 414 LABS, Milwaukee, WI August 2018 – present

Assisted healthcare systems, medical device, digital health, and diagnostic companies with innovation, product management, engineering, and implementation

* Architected and implemented HITRUST certified, AWS powered solution for IV pump manufacturer's connected solution used by hospitals globally. Performed initial security assessment and risk analysis to recommend platform changes for greater HIPAA compliance
* Developed market strategy, product strategy, and product roadmap for medical technology company creating a cloud platform for post-visit patient interaction. Assessed security and risk to guide the company through a roadmap with minimal regulatory requirements for MVP
* Working with a start-up diagnostic company to develop ML/AI ovarian cancer screening platform
* Working with a start-up software company to acquire high-frequency data from bedside devices for AI development

President and Co-Founder / TRUE PROCESS, Milwaukee, WI January 2005 – August 2018

Established profitable software and services company serving the needs of clinicians and patients with innovative products and services that deploy, connect, and utilize data from medical devices and systems.

* Drove consistent growth and profitability while achieving recognition as one of the 50 fastest-growing companies in Milwaukee for three consecutive years and being on the Inc. 5000 list for multiple years
* Led business transformation and managed change following a shift in the company's focus on product development. Led morale-building initiatives and created an award-winning culture
* Spearheaded high-level strategic plan development and led the implementation of Agile/Lean processes, practices, and strategic direction
* Created and implemented ISO 9001/13485 compliant regulatory procedures and certifications for developing software that is approved by the FDA, Health Canada, and CE Marks
* Led the product strategy, market strategy, creation, system design, development, and launch of an enterprise clinical device data system, ViNES, which hospitals used in the US and Canada to power AI/ML research and clinical use
* Successfully led the negotiation and sale of ViNES product to Baxter Healthcare and professional services practice to ICU Medical in 2018 with significant shareholder return

CTO and Co-Founder / ASCEDIA | Milwaukee, WI September 2000 – December 2004

Created and implemented the technological infrastructure and led a team in software engineering, website hosting development, and solution delivery. Developed sales and technical strategies to meet clients' needs within diverse industries, such as finance, state and government, travel and tourism, and entertainment. Identified new business opportunities and delivered technical solutions to help drive growth.

* Achieved recognition as one of the 50 fastest-growing companies in Milwaukee for three consecutive years
* Developed solutions for high-profile clients such as the State of Illinois' 529 saving programs, Summerfest Music Festival, and Spectrum Brands
* Expanded footprint of business to include an email marketing campaign unit and to development of cutting-edge email marketing platform
* Built customized solutions for clients, including the development of technical architecture and infrastructure for website hosting and software engineering for e-commerce systems

Director Systems Engineering / MARK TRAVEL, Milwaukee, WI January 1996 – September 2000

Team member building the first online reservation system for consumers to purchase vacation packages. Developed software to process high-volume transactions with seamless connectivity to multiple partners and created a fault-tolerant hosting infrastructure.

* Engineered and launched one of the first eCommerce travel platforms in the world
* Subject matter expert and team leader that created software and system architectures for enhanced performance through the early use of high availability and fault-tolerant techniques, including microservices, message queue-based connectivity, and load balancing
* Architected and implemented fault-tolerant and scalable web hosting environments receiving 50K+ unique visitors and 500K+ transactions per day

#### EDUCATION

Master of Business Administration | UNIVERSITY OF WISCONSIN MILWAUKEE

Bachelor of Arts, Economics | UNIVERSITY OF WISCONSIN MILWAUKEE