

EXECUTIVE MANAGEMENT

- **Product & Market Strategy**
- **Global Sales**
- **Corporate & Business Development**

A proven executive with 30 years of high impact senior level management experience with public, private and venture backed firms in the high-tech industry. An industry leader known for getting results, establishing emerging companies as market leaders, creating new market segments, driving effective go-to-market strategies and developing strong partner ecosystems. A strategic thinking outward facing executive with demonstrated business, industry and technical acumen, who is focused on results and driving exponential growth. Excelling in dynamic, demanding environments while remaining pragmatic and focused. Strong orientation in operations and finance including infrastructure design, turnaround management and reorganization. Strong work ethic, driven to succeed and overcome complex business challenges. Respected as a proponent of empowerment and accountability, and irreproachable integrity. Leads by example using interactive and motivational leadership, inspiring people to give 110% effort and loyalty.

CORE COMPETENCIES

- Visionary Leadership
- Global Strategic Alliances
- Startup Expertise
- Product / Service Development
- Strategic & Tactical Planning
- Key Partnership Development
- Public & Media Relations
- Contract Negotiations
- Risk Management
- Mergers & Acquisitions
- Team Building
- Entrepreneurship

PROFESSIONAL ACHIEVEMENTS & EXPERTISE

StrongBox Data Solutions, Inc. | Portland, OR

CEO & Founder, 4/2016 – 2/2019

Leader in data management solutions offering subscription based software with over 100+ Blue-Chip customers.

Founded and grew the company from inception to global distribution including product management and sales. Responsible for building the company's strategic direction and operations. Recruited executive team and grew company to over 40 employees.

- Created market-driven organization generating over \$6 million in revenue with \$4 million in contracted annual recurring revenue in 12 months of product launch.
- Negotiated over \$12 million in funding.
- Created a new market segment for intelligent data management solutions using an AI (artificial intelligence) driven product strategy.
- Disruptive business model generated 2x greater ROI than competition while maintaining compelling average sales price, multiple revenue streams, and long-term recurring revenue.
- Rapidly gained global market adoption leveraging strategic partnerships and boutique resellers.

Crossroads Systems, Inc. (CRDS - NASDAQ)| Austin, TX

Executive Vice President Strategy & Business Development, 3/2005 – 3/2016

Global leader for proactive data management, security and long-term data archival solutions.

I was recruited to develop a strategic plan to expand the company beyond a single product, launching five new product lines and creating initial revenue stream. Promoted to lead global sales and marketing, and define product strategy.

- Generated new partnerships that contributed over \$17 million in NRE and equity investments.
- Created a new service model that increased stock price by over 120% in less than 6 months.
- Completed acquisitions that generated over \$60 million in revenue.
- Reorganized sales & reduced expenses by over a million dollars while increasing revenue by 25%.
- Opened international operations in Europe, growing revenue to represent 40% of the business.
- Executed divestiture of product business.

NexQL, Inc. | Dallas, TX

Vice President | 7/2002 – 3/2005

A leading provider of advanced database acceleration technologies.

Employee #3. Tasked to take a prototype and turn it into a commercially available product.

- Re-structured business model from B2C to B2B targeting big data users specifically US government.
- Recruited advisory board that included ex-director of several government agencies.
- Secured strategic customers to participate in paid proof of concepts that funded early development.
- Created financing plan that raised \$3 million from strategic partners.
- Successfully negotiated the acquisition of the company.

360World, Inc. | Dallas, TX

President & Co-Founder, 6/1999 – 10/2000

The leading service provider of video and imaging solutions targeting publishing firms that serviced realtors and brokers in 50 US markets. Enabled publishers to compete with early internet real estate services.

- Disruptive service model enabled rapid market adoption with premier customers such as Cox, Belo, The Real Estate Book, For Sale by Owner and Harmon Publishing.
- Acquired the Remax Home television show.
- Successfully negotiated the sale of the company within 16 months.

Dallas Business Incubator | Dallas, TX

Managing Director & Founder, 8/1987 – 3/1991

Venture capital driven business development company focused on early stage businesses.

- Managed 25,000 square foot facility, over 20 tenants and over 200 member businesses.
- Raised over \$6 million in early stage capital.
- Provided mentor programs, business planning, and go-to-market strategies.
- Evangelist for entrepreneurship with national speaking engagements and press coverage.

EDUCATION & AWARDS

Two-years towards a Bachelor of Business Administration, Southern Methodist University 1987 - 1988 (Finance, International Business and Russian), and University of North Texas 1986 – 1987 (Accounting & Business Management).

Red Herring Global 100 (StrongBox Data): 2018

Red Herring North American 100 (StrongBox Data): 2018

Top 10 Cloud Solution Providers (StrongBox Data): 2017

Holiday Post Alliance Engineering Excellence Award (Crossroads): 2012

Product Excellence Awards Info Security Products Guide (Crossroads): 2008

Member Active Archive Alliance: 2012 – 2018