GEORGE E. CAULEY

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**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ PROFESSIONAL EXPERIENCE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Chief Administrative Officer, General Counsel and Director of Corporate Development** – DAG, Technical Consulting Services, Burlington, MA

November 1999 – Present

Responsible for all legal and administrative matters of the corporation including:

The development, execution, and management of the company’s legal strategies including counseling management on: litigation, intellectual property matters, federal/state labor-employment law, licensing, and drafting and negotiating complex IT consulting agreements. Manage all administrative matters of the corporation including human resources administration, corporate development (sales & marketing), corporate relations, business operations, and corporate communications.

1. Negotiate multi-million dollar requests for proposals (RFPs) for the procurement of IT consulting services.
2. Supervise contract management and collection functions, market analysis/development, and implement policies/procedures to streamline the sales closing process.
3. Procure key accounts and develop strategic relationships with IT start ups and Fortune 500 companies, manage a team of inside sales and marketing professionals, and monitor quota attainment and daily sales activities.
4. Doubled company’s profit margin by reducing costs and mandating multi-tasking.
5. Research, identify, and develop third party business and transactional relationships.

**Board of Directors** – MyInfo911.com, Palm Coast, FL

August 2011 – Present

Work with directors to set up and manage the company’s patent pending QR code technology to provide emergency identification products (cards and stickers) that use QR codes to provide pertinent real time medical history information to first responders and other medical providers. Manage the company’s use of embedded QR codes on the company’s products to empower people with known medical conditions to have their cards and stickers scanned by smartphone technology to enable medical personnel and first responders to get on the spot access to a victim’s name, age, allergies, medications, blood type, specific medical conditions, and emergency contact information within seconds in the event of a stroke, heart attack, concussion, seizure, accident, and/or debilitating situation.

1. Provide strategic planning and direction for the company.
2. Offer market entry and expansion advice through the evaluation, development, and implementation of product distribution through traditional and non-traditional channels
3. Develop appropriate governance protocols, including a compensation committee charter and

compensation strategy.

1. Work to develop new corporate development plans to maximize revenues.
2. Develop marketing and sales strategies to propel the company’s entry into the QR code emergency identification card/sticker market.
3. Collaborate with board members to identify and correct critical issues, reduce and streamline overhead expenses, strengthen product gross margins, overhaul and improve operating processes and systems, and differentiate product lines.
4. Ensure that the compensation program is aligned with business and human capital strategies.

**Board of Directors** – Dandy Enterprises/Ultima Spectra Entertainment, Red Bluff, CA

December 1999 – June 2004

Teamed with directors to establish and govern the organization’s family oriented entertainment products through interactive experiences and all media and communications spanning feature productions (live action, animation, and digital programming), theme parks, literature, television, and radio.

* Oversaw and coordinated initiatives in entertainment divisions and subdivisions including intellectual property production, physical property development (theme parks), and interactive entertainment programming.
* Identified, developed, and implemented policies, procedures, and innovative approaches to review and evolve current divisions (movies and subproducts, production studios, Old West Theme Town, Equestrian Activity Center, Dandy Institute of the Arts, Dandy’s Wondrous World of Discovery, Spectra – City of the Future) and programs in the areas of development, performance, and integration.
* Procured new venture capital to ensure company’s growth and viability.

**Vice President and Director of Player Relations** - Brad Blank & Associates, Inc., Boston, MA

May 1998 - October 1999

Engaged in the practice of sports law (football) extending into all areas of relevance to the professional athlete including: contract negotiation, investment, tax, endorsement, strength and conditioning services. Clients include: Cary Blanchard (PK) Washington Redskins, Stalin Colinet (DE) Minnesota Vikings, Todd Collins (QB) Kansas City Chiefs, Greg Comella (FB) New York Giants, Mike Frederick (DE) Baltimore Ravens, Jon Harris (DE) Philadelphia Eagles, Jeff Herrod (LB) Indianapolis Colts, Robert Hunt (OG) Tampa Bay Buccaneers/Denver Broncos, Patrick Jeffers (WR) Dallas Cowboys, Greg Jefferson (DE) Philadelphia Eagles, Greg Jeffries (DB) Detroit Lions, Anthony Johnson (RB) Carolina Panthers, Leon Johnson (RB) New York Jets, Brian Kozlowski (TE) Atlanta Falcons, Jeff Lageman (DE) Jacksonville Jaguars, Keith Lyle (DS) St. Louis Rams, John Mangum (DS) Chicago Bears, Kris Mangum (TE) Carolina Panthers, Mike Mamula (DE) Philadelphia Eagles, Herman Moore (WR) Detroit Lions, Tom Nalen (OC) Denver Broncos, Kavika Pittman (DE) Dallas Cowboys, Austin Robbins (DT) New Orleans Saints, O.J. Santiago (TE) Atlanta Falcons, Darren Sharper (DS) Green Bay Packers, Chris Slade (LB) New England Patriots, Ron Stone (OG) New York Giants, Kevin Turner (FB) Philadelphia Eagles, Zach Waltz (LB) Arizona Cardinals, Marcellus Wiley (DE) Buffalo Bills.

1. Oversaw team salary cap research pursuant to contract negotiations.
2. Negotiated employment, marketing, and endorsement contracts on behalf of professional athletes.
3. Directed all functions pertaining to the coordination of recruiting efforts, client development, and player grievances.
4. Spearheaded client marketing and endorsement opportunities, including radio and television programs, shoe contracts, card shows, autograph sessions, and public appearances.
5. Developed and integrated innovative marketing principles according to changing market trends to further client revenue growth.
6. Coordinated and managed company’s pre-draft combine camp.

**Associate Attorney** - Roche, Heifetz, Murphy & Wholley, Boston, MA

October 1996 - April 1998

Engaged in the practice of general insurance defense including: automobile, premises, product, environmental, professional and general liability, brokers and agents errors and omissions, coverage opinions and disputes, worker’s compensation, subrogation, mediation, and arbitration.

**Associate Attorney** - The Law Office of Charles Collins, East Longmeadow, MA

June 1996 - September 1996

Engaged in the practice of real estate, family, and personal injury law.

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Master of Business Administration, Isenberg School of Management, University of Massachusetts, Amherst, MA, Summa Cum Laude Graduate, January 2008

Juris Doctor, Western New England College School of Law, Springfield, MA, May 1995

Bachelor of Arts, Political Science, University of Massachusetts, Amherst, MA, Cum Laude Graduate, May 1992

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International Business Honor Society (Beta Gamma Sigma), Golden Key National Honor Society, National Political Science Honor Society (Pi Sigma Alpha), National Historical Honor Society (Phi Alpha Theta), Admitted to the Massachusetts Bar 1995, Admitted to the U.S. District Court, District of Massachusetts 1996, Member of Massachusetts Bar Association, American Bar Association

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Member of UMASS Division I-AA Football Team

Treasurer of National Political Science Honor Society (Pi Sigma Alpha)