

## **Executive Leadership**

Strategic planning; Team-building; Product development and commercialization; Market-driven innovation; New market identification; New market development; Corporate governance; Corporate turnarounds; Organizational restructuring; P&L oversight; Start-up strategy; Fortune 250 management; Frankel Fund Advisor

## **Expertise**

Accomplished executive with extensive experience in strategic planning, marketing, finance, manufacturing, business development and service environments with full P&L responsibility.

My technical knowledge, financial acumen, communication skills and the ability to see interrelationships among disciplines have enabled me to solve many complex business problems rapidly -- with practical, sustainable solutions. I have amassed a track record of identifying and leveraging business opportunities for both venture-backed start-ups and Fortune 250 global companies.

## **Professional Experience:**

### **President, Better Rehab, LLC**

**Ann Arbor, MI**

**2008 – present**

Lead start-up health services firm that provides comprehensive, multidisciplinary online support for the aging population, including athletes and those undergoing joint replacement surgery.

Key accomplishments:

- Raised \$300,000 in start-up capital
- Developed strategy and lean operating plan
- Built effective, enthusiastic, multi-disciplinary team of physicians, physiatrists, physical therapists, athletic and personal trainers, writers and marketing professionals
- Led development and sale of the company's first product to Johnson & Johnson
- Generated \$1.5M in operating revenue

### **Director, Interphase Corporation, Inc. (Nasdaq:INPH) Dallas, TX**

**2002 - present**

Director and Member of Audit Committee and Compensation Committee. Chairman of Nominating and Governance Committee for this publicly traded company (Nasdaq:INPH) serving the telecommunications industry. Responsible to the shareholders, customers, and employees for strategy, oversight, diversification, SEC compliance, and implementation of growth-based plans.

Key accomplishments:

- Identified and developed new markets for company's expertise, leading to three new products and a new service that returned the company to profitability
- Turnaround led to company stock being recognized for the largest percentage increase on NASDAQ in the first quarter of 2011
- As a member of company's Audit Committee, implemented requirements of Sarbanes-Oxley, including Section 404 reporting

**Founder, President and CEO, Entivity, Inc.                      Ann Arbor, MI                      1997 – 2004**

Founded Entivity, Inc., creator of *Think & Do* software. Entivity grew to be the leading supplier of software-based control solutions in the United States. Customers included Dell Computer, GM, Chrysler, Intel, Sara Lee, American Axle, Johnson Controls and Lockheed Martin, among other companies.

Key accomplishments:

- Raised \$10M in venture funding
- Developed novel distribution plan utilizing both direct and web-based solutions
- Acquired leading competitor and consolidated customer base
- Entivity earned "Product of the Year" awards from the leading journal in the field, *Control Engineering*, four years in a row
- Successfully sold Entivity to Phoenix Contact GmbH in 2004

**General Manager, Autodesk, Inc.                      San Raphael, CA                      1993 – 1996**

Formed and led new Mechanical Division for Autodesk, the sixth largest software company in the world and maker of *AutoCAD*. Set strategy and implemented 3D capabilities for the AutoCAD customer base.

Key accomplishments:

- Successfully introduced complex non-uniform rational b-spline (NURBS) based surfacing product worldwide
- Oversaw development of Autodesk's first 3D solid modeling product that today is the top selling solid modeler in the world

**President and CEO, Micro Engineering Solutions                      Novi, MI                      1991 – 1993**

Recruited to this struggling venture-backed firm to turn around negative cash flow. Defined strategies and led implementation of innovative packaging solutions for automotive suppliers using complex surface design and machining tools.

Key accomplishments:

- Doubled gross profit margin within two quarters
- Successfully negotiated and led the sale of company to Autodesk for 5X revenues

**Vice President and Plant Manager, Texas Instruments, Inc.**

**Johnson City, TN    1980 – 1991**

Led 1600-employee division providing industrial controls and custom manufacturing to global customer base. First employed as a design engineer; promoted to project manager, engineering manager, director of engineering, director of sales and marketing and then vice president and plant manager.

Key accomplishments:

- Johnson City plant was named the Electronic Factory of the Year by *Industry Week* in 1989
- Negotiated the sale of division to Siemens and assisted in management transition

## **Captain, U. S. Navy**

**Washington, DC 1970 – 1993**

Naval aviator with experience in S-3 carrier-based, high-performance aircraft

- Designated Aeronautical Engineering Duty Officer after several operational tours and early-promoted to Lieutenant Commander (LCDR)
- Assigned as S3A/B Program Director at Naval Air Development Center (NADC), directly supporting software and weapon systems development for the NAVAIR Program Manager
- Served as executive officer of Naval Air Systems Command Crisis Action Team Unit
- Left active duty and remained in Reserves, retiring in 1993 with the rank of Captain
- Vietnam and Desert Storm veteran

## **Education**

Catholic University, Washington, D.C.

Master of Science (M.S.) degree in Electrical Engineering (Acoustics). GPA: 3.7

U.S. Naval Academy, Annapolis, MD

Bachelor of Science (B.S.) degree in Physics and Applied Mathematics. GPA: 3.43

## **Honors, Awards and Patents**

*Project organization and dissemination system for machine programming and control systems*  
(Patent # US 20030041051, US 6839600)

Fulbright Scholar

Distinguished USNA Graduate (Top 10% of Graduating Class)

Outstanding Leadership Award USNA

One of 11 Midshipmen to receive Immediate Graduate Education Program Scholarship

## **Additional Credentials**

Certified Personal Trainer (CPT) holding certifications from Cooper Institute and National Academy of Sports Medicine (NASM). Developed several unique programs and protocols for busy, time-starved executives.

## **Keyword Summary**

President, CEO, Director, Public Company, Venture Capital, Global, Start-Up, Health Services, Product Development, Product Commercialization, New Market Identification, European Markets, Asian Markets, Training, Team Building, Strategic Planning, Innovation, Audit Committee, SEC, Sarbanes-Oxley, Interim CEO, Corporate Turnarounds, Section 404, Fortune 250