

DAVID M. CARLSON, Ph.D.

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EXECUTIVE PROFILE

Technology Strategy ♦ Customer Focused Technology ♦ Global IT Leadership

Very successful leader of technology with an extensive history of successfully directing IT functions for high profile companies including IHS and Ingram Micro. Proficient at analyzing the mission and operating environments of both startup and mature organizations and determining the adequacy of IT to deliver value; especially with regard to serving customers. International business expert with proficiency at coordinating and directing complex systems projects throughout US, Canada, Europe and Asia. Talented communicator who served on or led many industry standards committees, including Uniform Code Council [which manages the UPC] and Voluntary Inter-industry Communications Standards [VICS] Committee. Has kept current on trends such as Cloud computing, cyber security, Big Data and the use of social media.

Professional Acknowledgements

- CIO Magazine Award ♦ "One of the Top 100 CIO's for the New Millennium."
- Carnegie-Mellon /American Management Systems ♦ "Award for Achievement in Managing Information Technology"
- Society for Information Management ♦ "Partners in Leadership" award for outstanding partnership between technology management and business management
- Smithsonian Institution ♦ "In Search Of New Heroes" Award
- CIO Magazine ♦ Esprit Award for Innovative Seasonal Merchandising System
- Unix-Expo Award ♦ Excellence in Open Systems
- CIO Magazine Award ♦ Outstanding Use of Technology within Supply Chain (with Jerre Stead while at Ingram Micro)
- Tau Beta Pi ♦ Engineering Honorary

Areas of Expertise

- ♦ Strategic Technology Planning and Positioning
- ♦ Multi-site Operations Management
- ♦ Regulatory / SOX Compliance
- ♦ Complex System Implementation
- ♦ Large Staff / Team Supervision
- ♦ M&A / Systems Integrations
- ♦ Process Engineering / Improvement
- ♦ International Business
- ♦ Budgets / Financial Controls

EDUCATION & PROFESSIONAL DEVELOPMENT

The University of Michigan, Ann Arbor

B.S. ♦ Concentration in Mathematics

M.S. ♦ Concentration in Industrial Administration

Ph.D. ♦ Concentration in Industrial and Operations Engineering

Post-Doctoral Study ♦ Financial Policy

Pepperdine Law School, Straus Institute of Dispute Resolution: Issues in Labor Mediation

Stanford Rock Center for Corporate Governance: 2010 Directors College

ASSOCIATIONS & AFFILIATIONS

Orange County Audit Oversight Committee ♦ (Member since 1997)

Chairman ♦ 1998 to 1999, 2002 to 2003, 2006 to 2007

Vice Chairman ♦ 2000 to 2001, 2004 to 2005, 2008 to 2009

Member ♦ 1997, 2010 to present

Member, Board of Directors ♦ Electronic Resources Limited, Singapore (1998)

Board of Trustees ♦ Adrian College, Adrian, MI (1990-1995)

Guest Lecturer ♦ London School of Economics (1972 and 1973)

Guest Lecturer ♦ Tel Aviv University (1971)

University Instructor in Psychology and Systems Analysis & Design ♦ The University of Michigan, Ann Arbor, MI
(1965 and 1966)

PROFESSIONAL SYNOPSIS

IHS Inc.

Englewood, CO

Source for Critical Information and Insight

Comment on IHS: During these years, IHS grew from \$551million in 2006 to \$1.3billion (IHS guidance only); a compounded growth rate of about 20%. IHS was also unique during this period in that it had year over year record sales, EBITDA and earnings in every quarter including during the difficult period from 2008 to present. During that time, IHS also made more than 40 acquisitions; funded mainly by cash from operations.

Senior Vice President and Chief Technology Officer (2009 to 2012)

Vice President, Product Development and Delivery (2007 to 2009)

- Managed all infrastructure, internal business applications, compliance and IT services
- Managed all development and maintenance of products
- Recruited world class IT cadre and bench strength
- Transformed the product development process through the use of AUP and Off-Shore Development Centers (ODC's)
- Used Off Shore Development Centers to accelerate product development delivery schedules

DMC COMPANIES

Irvine, CA

Strategic technology consulting firm (www.customerfocusedtechnology.com)

Comment on DMC Companies: Over many years there have been situations presented that required technical expertise and strategic thinking related to technical initiatives.

President | CEO (1995 to Present)

- Conducted technology due diligence for venture capital firm that resulted in a major revision of investment deal.
- Consulted to the Central Committee on Publishing of the Soviet Union on the use of technical standards to improve the flow of consumer goods throughout the USSR.
- Provided consulting to a retail grocery firm and confirmed significant sales and profits losses due to a major defect in point-of-sale system; finding became the critical ingredient in a financial settlement with the system provider.
- Analyzed two competing software applications for tracking licenses for the CEO.

KINTERA, INC.

San Diego, CA

\$40million "software as a service" company serving the non-profit community

Senior VP – Financial Operations and Business Process Engineering (2006 to 2007)

- Directed the stabilization of large Great Plains system implementation
- Managed Sarbanes-Oxley compliance
- Fixed chronic process issues that resulted in the Company's missing payment deadlines to customers

NEXTWAVE BROADBAND

Carlsbad, CA

Designer and manufacture of chips that expand utility of cell phones as mobile technology

Senior Consultant (2005 to 2006)

- Successfully directed the implementation of Oracle Financials system
- Prepared the Company for SOX compliance for a public offering

QUANTUM / CERTANCE

Costa Mesa, CA

\$1billion manufacturer of disk / tape backup products

Director – Information Technology | Director – Global Applications (2004 to 2005)

- Managed all internal applications and infrastructure
- Integrated internal systems after Certance was acquired by Quantum

GEMSTAR-TV GUIDE

Pasadena, CA

TV guide channel company

Senior VP – IT (2001 to 2002)

- Coordinated and supervised all corporate IT functions and managed a 250-employee organization that acquired and coordinated weekly channel-listing data for 1,300 stations.
- Developed and managed all internal business systems

INGRAM MICRO, INC

Santa Ana, CA

\$22billion technology products distribution company

Comment on Ingram Micro: During these three years the company grew from about \$8billion to about \$28billion through acquisitions and organic growth.

Senior Vice President | Chief Technology Officer (1997 to 2000)

- Installed new IT systems and infrastructure in China, Argentina, Switzerland, Germany, Brazil, India, Australia, Austria, Finland, and New Zealand
- Managed 850 high-performance application development professionals.
- Directed and held full responsibility for multi-site (Boston, Chicago, Santa Ana) Global Customer Services, including consultants who determined connectivity requirements between customers' internal systems to Company's global system, and technical resources group that implemented the connections.
- Delivered and managed technology infrastructure that supported 13,000 on-line users.
- Oversaw international IT staffs of 1,200 in US, Canada, all European countries, India, and Malaysia.

KMART CORPORATION

Troy, MI

\$50billion retail conglomerate

Senior Vice President | Chief Information Officer (1985 to 1995)

- Maintained obsessive budgetary control to arrive at or under budget on all aspects of \$1.5B capital expenditure budget and a \$150M annual operating budget for ten consecutive years.
- Managed the design, development and installation of a satellite communications system that saved \$100M per year with a \$35M investment.
- Managed the design, development and installation of an apparel ticket scanning system that saved \$20M per year with a \$2M investment.
- Managed the design, development and installation of 50,000 point of sale UPC scanning terminals.
- Managed the design, development and installation of a new IT system and infrastructure in Czech Republic and Slovakia.
- Steered group that collected requirements for installation of hardware and software in 2,000 remote sites.
- Provided technology leadership to Kmart subsidiaries WaldenBooks, Borders, Payless Drugs NW, Sports Authority, and Builders Square.

Potential assignments of particular interest:

- Interim CTO/CIO position for 3-6 months (anywhere, worldwide)
 - Assessing technology and IT organizational competence
 - Maintaining IT stability while forming or enhancing the IT management team
 - Developing technology strategy and architecture
 - Initiating a culture of “customer driven technology” and “flawless execution is the only standard”
- Short term technology assessment and strategy consulting
- Longer term involvement in evaluating, planning and developing technical strategies and tactics
- One board position for a company that is increasing its focus on using technology to better serve customers or that already uses technology as a critical component of serving customers