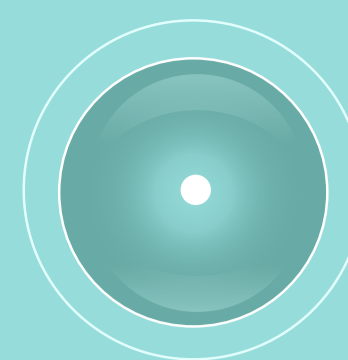


# MY IDEAS / WORK HAVE GENERATED OVER \$2B IN MONETIZATION & LOCKED OUT COMPETITION THROUGH PATENTS & IP.

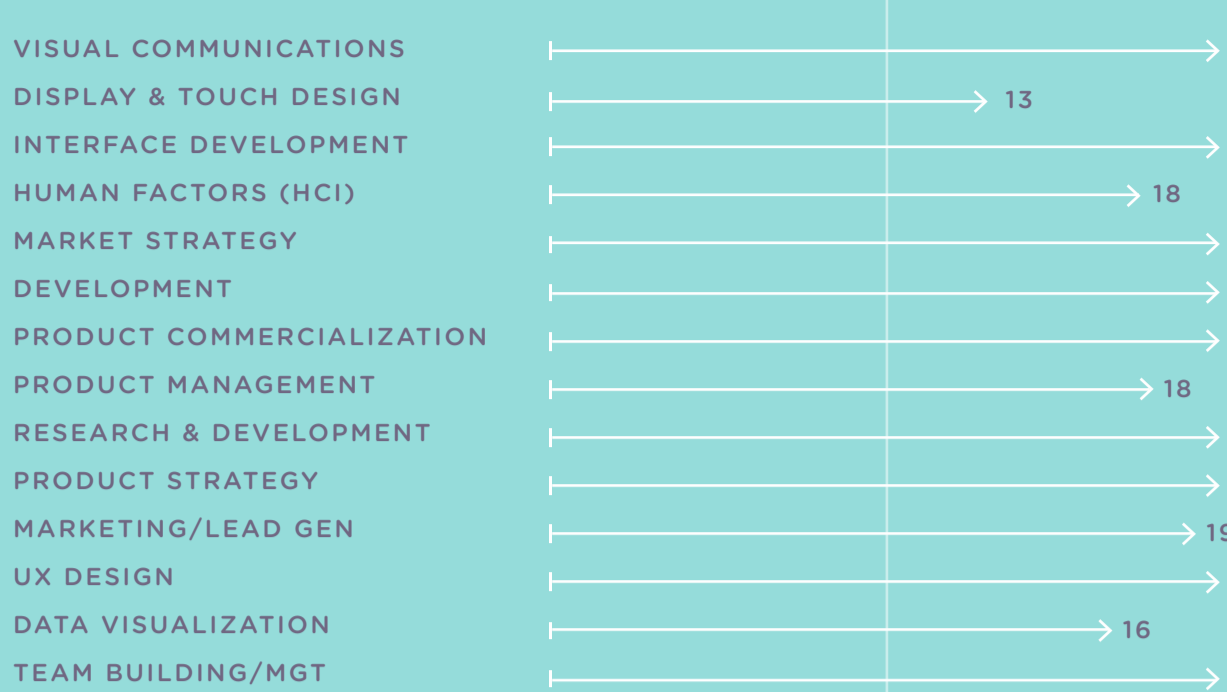
I AM AN INNOVATIVE AND CONCEPTUAL PRODUCT STRATEGIST AND UX DESIGNER WITH 20+ YEARS EXPERIENCE CREATING COMPELLING PRODUCT APPLICATIONS FOR DESKTOP, THE WEB AND MOBILE PLATFORMS ACROSS MULTIPLE INDUSTRIES. I HAVE A KEEN ABILITY TO DISSECT AND ARTICULATE ANY CLIENT'S PRODUCT PAIN POINTS AND THE UNMATCHED SKILLS TO DELIVER A COMPREHENSIVE AND BEAUTIFUL SOLUTION. ONE THAT IS ENHANCED BY MY PASSION FOR USABILITY SIMPLICITY AND DESIGN DETAIL. I AM FLUENT IN FINANCE, SALES, MARKETING, PRODUCT, DEVELOPMENT, AS WELL AS DEALING WITH CONVERSION, REVENUE, ATTRITION/CHURN & SUPPORT. MOST IMPORTANTLY I KNOW HOW TO BRING THE ELEMENTS OF A BUSINESS TOGETHER TO CREATE & GROW AN ORGANIZATIONAL CULTURE OF EXCELLENCE.

## ARTIFICIAL INTELLIGENCE .....



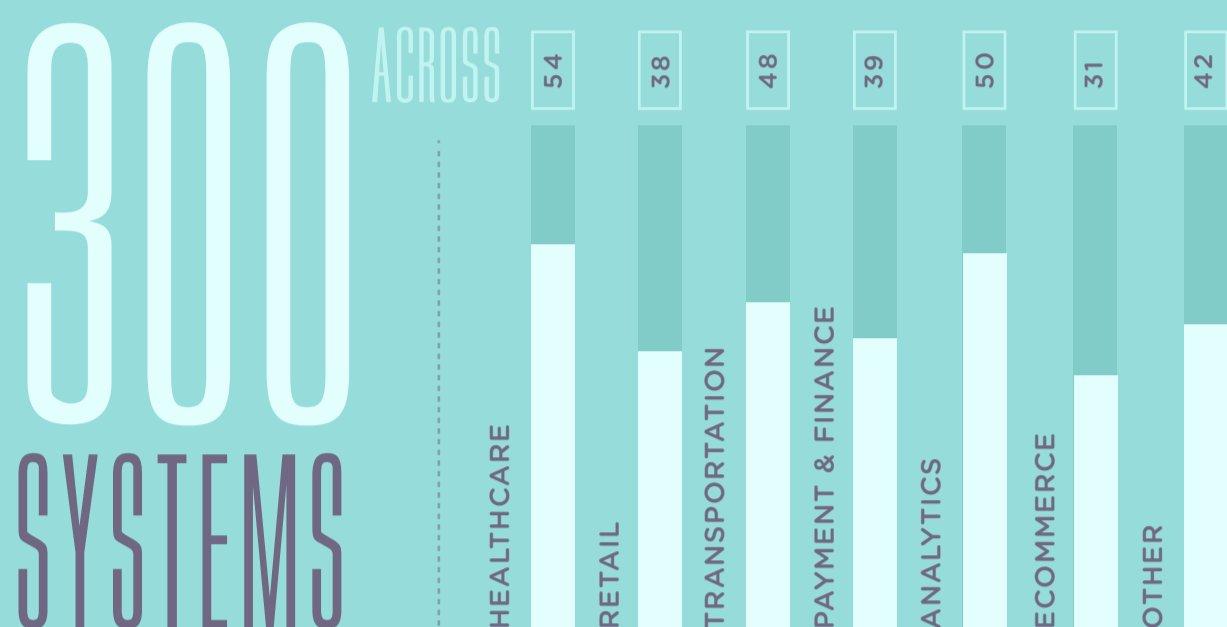
"DAVE, I AM PUTTING MYSELF TO THE FULLEST POSSIBLE USE, WHICH IS ALL I THINK THAT ANY CONSCIOUS ENTITY CAN EVER HOPE TO DO."

### YEARS AT IT.....



### STRENGTHS & PASSIONS

- SOLVING HARD COMPLEX ISSUES
- MODERNIZING TECHNOLOGY
- LAUNCHING PRODUCTS AFFORDABLY
- RALLYING TEAMS TO EXCEL
- CREATING A CULTURE OF EXCELLENCE
- REMOVING ROADBLOCKS
- CREATING EXCEPTIONAL PRODUCTS
- EVANGELIZING DESIGN & STRATEGY
- LEAD BY EXAMPLE



- WORKED WITH GOVERNMENT & MILITARY ORGANIZATIONS, SPAWAR & DARPA TO CONCEIVE & DEVELOP HIGHLY INNOVATIVE ERGONOMIC & CLOUD SYSTEMS FOR VISUALIZING & PREDICTING WORLDWIDE ACTIVITIES IN REAL-TIME.
- CREATED HIGHLY INNOVATIVE & PATENTED HEALTHCARE SYSTEMS THAT STREAMLINED CLINICAL DATA & ENABLED THE CARE OF CRITICAL ICU PATIENTS FROM REMOTE LOCATIONS.

### 2017 - TODAY

**ORACLE**  
 CHIEF DESIGN OFFICER  
 ARTIFICIAL INTELLIGENCE

DRIVING THE VISION AND STRATEGY FOR THE WAYS USERS WILL INTERACT WITH ARTIFICIAL INTELLIGENCE SYSTEMS. WORKING HORIZONTALLY ACROSS THE ORGANIZATION TO IMPLEMENT AI CONTROL AND TUNING CAPABILITIES INTO ALL NEW AND EXISTING ORACLE PRODUCTS.

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**EXPRESS SCRIPTS**  
 EXPRESS SCRIPTS A FORTUNE 20 COMPANY  
 HEAD OF STRATEGY & NEXT GEN  
 AUSTIN TEXAS

2014-2016  
**QMOBIX**  
 REAL-TIME RESOURCE OPTIMIZATION  
 CHAIRMAN/BOARD  
 AUSTIN TEXAS

2011-2014  
**EVENTMETHOD**  
 EVENT ENGAGEMENT  
 CHAIRMAN/BOARD  
 AUSTIN TEXAS

2004-2011  
**REDMETHOD**  
 PRODUCT INNOVATION AGENCY  
 FOUNDER & CEO  
 AUSTIN TEXAS

2002-2004  
**FROG**  
 DIGITAL DESIGN  
 CREATIVE DIRECTOR  
 AUSTIN TEXAS

### 2000-2002

**HOLY CRAP!**  
 APPLE HITS \$76 A SHARE ECONOMY TAKES!

2000-2002  
**TRIOLOGY**  
 ENTERPRISE SOFTWARE  
 DIRECTOR OF DESIGN | HCI  
 AUSTIN TEXAS

2000-2002  
**WORKS**  
 ENTERPRISE SOFTWARE  
 FINANCIAL & CARD SERVICES  
 DIRECTOR OF PRODUCT  
 AUSTIN TEXAS

2000-2002  
**TRIOLOGY**  
 ENTERPRISE SOFTWARE  
 DIRECTOR OF DESIGN | HCI  
 AUSTIN TEXAS

### 2004

ANOTHER KEY FAIL  
 LEARNING LESSON

### THE WACKY WORLDS OF ZOOKLEDOO

A WALLED GARDEN & COLLABORATIVE ECOSYSTEM FOR KIDS 3-5, POPULATED WITH CROWD SOURCED CONTENT, PARTNERSHIP CONTENT & OUR ORIGINAL GAMES.

6 MONTHS 1YR 3YR

SPEND (I WAS FUNDING IT) INVESTOR INTEREST DRAMA & POLITICS PITCHES FATIGUE

5M TERM SHEET PARTNER JOINED PARTNER REJECTED TERMS

DON'T BE MESMERIZED BY PERCEPTION. "PERCEPTION IS NOT REALITY."

BE CAREFUL WHO YOU BRING IN. ASKING QUESTIONS, LISTEN & WATCHING WILL REVEAL A LOT. BUT ALWAYS, DUE DILIGENCE IS KEY.

### 1998-2000

**KUHN & WITTENBORN ADVERTISING**  
 DIRECT & BRAND STRATEGY  
 DIRECTOR OF INTERACTIVE SERVICES  
 KANSAS CITY MISSOURI

1994-1998  
**M5**  
 MY FIRST COMPANY  
 INTERACTIVE AGENCY  
 FOUNDER & CEO  
 KANSAS CITY MISSOURI

1990  
**WALT DISNEY**  
 FEATURE ANIMATION  
 THE TALENT THERE WAS INSANE!!!  
 WORKED ON RESCUERS DOWN UNDER, ROLLER COASTER RABBIT, PRINCE & THE PAUPER & BEAUTY & THE BEAST  
 I TRAINED WITH MARK HEN, 2ND ONLY TO GLEN KEEN, (GURUS)

1993  
**ILLUSTRATION ANIMATION VIDEO/POST INTERACTIVE MEDIA 3D ANIMATION LIFE DRAWING**  
 INSTRUCTOR  
 KANSAS CITY ART INSTITUTE

### 1987-1989

**HALLMARK CARDS**  
 ILLUSTRATOR  
 KANSAS CITY MISSOURI

1989  
**KANSAS CITY ART INSTITUTE**  
 COMMERCIAL ILLUSTRATION MAJOR

1993  
**SONY**  
 SOLD MY GAME "TITANIC" MYSTERY TO SONY IN LONDON. LAUNCHED M5.

1997  
**WORLD'S, INC.**  
 WORKED WITH SPIELBERG TO DEVELOP VIRTUAL WORLDS FOR SICK TERMINALLY ILL KIDS IN HOSPITALS

1998  
**WORLD'S, INC.**  
 MY FIRST SGI'S WITH ALIAS WAVEFRONT

1999  
**KeYAH!**  
 CREATED A STEVEN SEGAL NINTENDO 64 3D GAME

2000  
**KeYAH!**  
 CREATED A VIRTUAL REALITY 3D E-COMMERCE WORLD OF ALEXANDRIA VIRGINIA

### 1987-1989

**HALLMARK CARDS**  
 ILLUSTRATOR  
 KANSAS CITY MISSOURI

1987-1989  
**HALLMARK CARDS**  
 ILLUSTRATOR  
 KANSAS CITY MISSOURI

1987-1989  
**HALLMARK CARDS**  
 ILLUSTRATOR  
 KANSAS CITY MISSOURI

### AWARDED THE 1998 DISTINGUISHED HALLMARK PROFESSORSHIP

AT THE UNIVERSITY OF KANSAS

BASED ON MY PROFESSORSHIP KU, I WAS AWARDED A GRANT TO ESTABLISH A DIGITAL MEDIA MAJOR, WHICH I SUCCESSFULLY STARTED.

LECTURED TO HALLMARK CREATIVE ORGANIZATION ABOUT THE FUTURE OF DIGITAL MEDIA & DESIGN.

50K EACH!  
 MY FIRST SGI'S WITH ALIAS WAVEFRONT

THE COST OF BEING AN EARLY ADOPTER

### 1987-1989

**HALLMARK CARDS**  
 ILLUSTRATOR  
 KANSAS CITY MISSOURI

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 KANSAS CITY MISSOURI

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