

Steve Clemons

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Business Development and Marketing Management Executive Domestic and International Business Environments – The Americas, Asia-Pacific, Europe

Excellent Business Acumen

- Global Product Management
- Channel Development
- Direct Sales
- OEM Relationships
- Investor Relations
- P&L Performance
- Market Development
- Venture Capital Funding
- Offshore Joint Ventures and Subsidiaries
- Team Leadership and Performance Optimization
- Extensive Network of High Profile, Global Contacts
- Operations Management and Transformation
- Strategic Business Plans

Broad and Varied Expertise

1. Create and execute short- and long-term business plans and strategies
2. Formulate communication plans for investors, joint venture partners, and business alliances
3. Actively promote the Company's capabilities and strengths by establishing and maintaining close customer relationships, participate in the sales and marketing process, understand and adapt competitive market plans.
4. Expand into global marketplaces by developing localized marketing strategy and distribution/partner channels.

Performance Achievements

Start Up Business Development

Negotiated three initial trial launches for New Century Gaming, Inc. in local state lottery jurisdictions that **introduced internet and wireless technology for lottery playing while raising seed funds.**

Innovative Business Development

Redefined business strategy for *Panthesis, Inc.*, optimizing the value of the company's products, prioritizing business opportunities, and evaluating partnerships to move the company into new multiplayer online game market. Reopened doors and drove negotiations for **major, multi-million dollar deal with a multinational electronics, gaming and entertainment conglomerate.**

Global Market Presence

Created and implemented a plan of action for global business development for *ViAir Corp.* **Established multi-million dollar strategic business accounts and Joint Ventures with major players in the wireless industry, including J-Phone (Asia) and Telstra (Australia).** Expanded distribution model into the wireless channel, successfully managing through difficult market conditions.

High Profile Venture Investments

Orchestrated aggressive investment strategy for *TransCosmos USA*. Drove transactions in the IT sector, increasing venture capital fund's visibility in Asia and securing rights for offshore development and technology transfer. **Grew portfolio value to nearly \$1 billion through uncovering and overseeing 27 Joint Venture, Acquisition and Investment deals.** Successful exit strategies include: *Liquid Audio* (IPO), *NetPerception* (IPO), *Nuance* (IPO), *Digital Lighthouse* (IPO), *Spinner.com* (acquired by AOL), *Jungalee* (acquired by Amazon.com), *MySimon* (acquired by CNET), *mJuice* (acquired by Artist Direct), *Veon* (acquired by Philips), *Net Dialog* (acquired by Kana Communications), *Atom Films* (acquired by Macromedia), and *Placeware* (acquired by Microsoft).

International Business Development / OEM Business

Created a powerful online distribution channel for *RealNetworks*, successfully leveraging the Internet as an alternative distribution medium for **delivery of media player software and services to millions of users worldwide.** Cultivated strategic relationships and structured favorable software bundling agreements with leading OEM's (including Apple and IBM), critical in **establishing RealNetworks as the leading media player in the marketplace.**

Global Distribution / International Business Expansion

Developed high profile partner agreements for *Aldus Corporation* (currently *Adobe Corporation*) with HP, Compaq, Microsoft, Sun, SGI, Toshiba, and Ulead. **Generated multiple millions of dollars in revenue and positioned Aldus as a world leader in the industry, outperforming Adobe at the time. Opened 24 distribution channels globally** within an 18-month timeframe, including localized packaging and promotional marketing. **Developed multiple global subsidiaries** (Aldus Europe, Aldus France, Aldus Germany, Aldus, UK, Aldus Benelux, and Aldus Sweden). **Built an international business that consistently delivered 40%-52% of total corporate revenues.**

Summary of Experience and Additional Accomplishments

New Century Gaming Inc., Seattle WA – 2005 to present

Developer of software and services to enable lottery playing on any device connected to the internet.

- **CEO** Recruited to develop and implement business plan launching internet e-commerce services to lottery jurisdictions. Focus on establishing close relationships with government lottery agency directors that yield long term agreements to manage their internet revenue programs.

Panthesis, Inc., Bellevue, WA – 2003 to 2005

A spin-off of Boeing and provider of revolutionary Small-world Wide Area Networking (SWAN) technology, enabling worldwide distributed communications.

- **CEO / President** Responsible for developing, communicating and executing business strategy to ensure a profitable growth path, balancing the interests of shareholders, customers, and employers. Focus on establishing and maintaining close customer relationships, participating in the marketing and sales process, understanding and adapting competitive market plans, and actively communicating the Company's capabilities and strengths.

ViAir Corp., Seattle, WA – 2001 to 2003

Developer of infrastructure software for wireless network carriers; acquired by Visto Corp. in June 2003.

- **Vice President and General Manager** Managed and developed global sales, identifying new opportunities and cultivating strategic business accounts. Focus on building long-term business relationships with senior executives within target organizations to build significant future business.

TransCosmos USA, Bellevue, WA – 1998 to 2000

Strategic venture capital firm.

- **Managing Director** Operated \$150 million investment fund, targeting early stage technology companies in Hong Kong and Japan. Directed all stages of the transaction process, including due diligence, deal structuring and post-investment monitoring. Served as Member of 10 different Boards of Directors and participated in other Investor Relations activities, supporting and coordinating start-ups on management issues, follow-on funding and exit executions.

RealNetworks Corporation, Seattle, WA – 1995 to 1998

Provider of the universal platform for delivery of any digital media from all points of origin, across virtually any network on Internet-enabled devices worldwide.

- **General Manager, OEM Sales and International Business Development**
Led international sales and business development and managed OEM channels. Activities included global market development, strategic planning, distribution, and negotiating large multi-million dollar contracts at the C-level.

Aldus Corporation (currently Adobe Corporation), Seattle, WA – 1986 to 1994

Developer and manufacturer of PC applications for the professional publishing, graphics, interactive publishing, and the general consumer market.

- **Director OEM and Direct Sales (1992-1994)**
Responsible for developing new OEM business partners. Established European operations, driving and maintaining Aldus Corporation's revenue and market share growth. Built and retained strategic business relationships, and identified and managed OEM accounts key business goals and strategies.
- **Director International Business Development (1985-1992)**
Managed, directed and coordinated international business development activities, effectively pursuing and successfully executing profitable international business growth and expansion.

Initial Career Focus on Consumer Packaged Goods

General Manager, Cosmevar CA, Caracas Venezuela (1983-1985)

- Secured production licenses from Estee Lauder, Clinique and Nivea.
- Built profitable business during major recession.

Director, International Marketing, Redken Laboratories, Inc., Los Angeles, CA (1977-1983)

- Introduced 29 new products.
- Introduced basic business courses for salon staff and owners including site location, effective product display and pricing.

Education

Masters – International Business Administration - US International University, San Diego, CA (attended campuses in UK, Kenya and Mexico)

Bachelor of Arts – International Relations - California Western University, San Diego, CA

Language Certificates in French and Spanish - Monterey of Institute for International Studies, Monterey, CA