

BARRY PATRICK PARSONS

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SENIOR MANAGEMENT EXECUTIVE

President • Chief Executive Officer • Managing Partner

Start-Ups • Turnarounds • High Growth • B2B • Global Multi-Site Operations

- **Serial entrepreneur with 20+ years' experience launching and shaping successful organizations;** created and sold 5 businesses; built companies and divisions in 25 countries on 5 continents.
- **Success accelerating sales 700+% in just 5 years;** track record for building global business pipelines, driving new business initiatives, exceeding profitability targets, and improving operational efficiencies.
- **Diverse management profile with solid organizational leadership competencies** with a Fortune 500 company, a global "big 4" accounting firm, and several small cap firms and non-profits.
- **Turnaround expert and catalyst for change;** perform operational audits, evaluate/reverse cost-bleeding, and implement brand awareness/public relations campaigns to transform struggling entities into leaner, more operationally-savvy organizations.

CORE COMPETENCIES

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|-------------------------------------|-------------------------------------|---------------------------------|
| ▪ Business/Venture Development | ▪ Strategic Global Expansion/Growth | ▪ Business/Pipeline Development |
| ▪ Strategic Planning/Implementation | ▪ Board Leadership and Management | ▪ Deal Structuring/Execution |
| ▪ Acquisitions and Exit Strategies | ▪ Global Product Management | ▪ Market Analysis/Segmentation |
| ▪ Infrastructure Development | ▪ OEM/Global Sourcing | ▪ Budgeting/Forecasting |
| ▪ Operations Management | ▪ Agreements/Licenses Negotiations | ▪ Presentations/Public Speaking |
| ▪ Channel Development/Acceleration | ▪ Technology Integration | ▪ Talent Acquisition/Retention |
| ▪ Product Positioning and Branding | ▪ Vertical Solutions Selling | ▪ P&L Management |

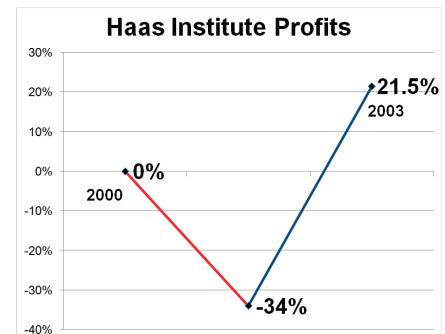
CAREER SUMMARY

FOUNDER & MANAGING PARTNER, ATHENA VENTURES, Austin, TX

2001 to Present

Act as interim President and CEO, Business Consultant, Advisor, and Board of Directors member to portfolio of global technology and social purpose businesses.

- Reversed 34% decline in product profits to an increase of 21.5% with hundreds of thousands of dollars in new revenues and gross margins exceeding 87% by restructuring operations, marketing, and business development efforts and fostering new alliances in Asia. (*Marketing Consultant, The Haas Institute*)
- Elevated operating cash reserves from six month to two-year reserve representing a 418% gain in 16 months. Decreased operating costs by 25%; eliminated non-performing assets and fundraisers, recruited the first corporate sponsors, solicited inaugural foundation grants and grass-roots fundraising campaigns, and increased national volunteer hours by 800%. Launched national re-branding campaign that culminated in winning the *Volvo for Life* award and national publicity for the founders on the CBS Early Show. (*Interim President & CEO, Helping Hands for ALS*)



PRESIDENT & CEO, SONIC SOFTWARE, Austin, TX (sold to HTT Software in 2001)

1999 to 2001

Created the vision for and launched B2B software firm specializing in customized solutions for on-line businesses. Established seven U.S. sales offices and propelled sales to \$9M in 18 months. Staff: 95; Budget: \$18M

- Raised \$33M in venture capital funding from top-tier VC firms, despite operating in a dot.com burst economy where venture capital funding was scarce; acquired \$28M of the total \$33M at double the valuation of the first round pre-bubble's price.
- Honored with PC World's *Top Emerging Companies* award, the *Upside's 100*, and Forbes Magazine's *8 Top e-Business Innovations*. Earned distinction as "the top employer" in Austin for software developers.
- Achieved six and seven figure contracts with over a dozen global Fortune 100 e-customers and built partnerships with scores of global resellers despite company's newcomer status.

DIRECTOR, GLOBAL BUSINESS DEVELOPMENT, XEROX, Austin, TX**1997 to 1999**

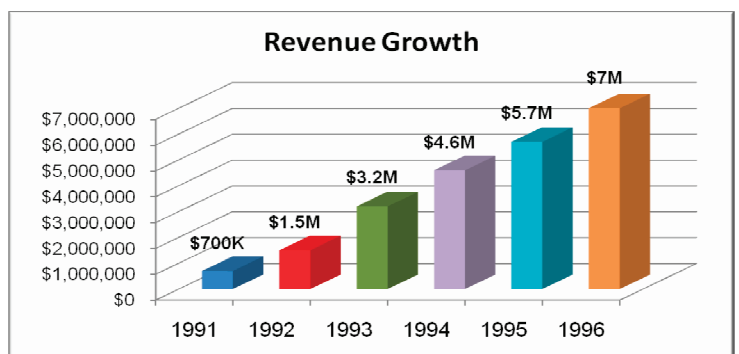
Recruited to launch web management division at a time when Xerox had no products or offerings in this space and was lagging behind the web management market. Fostered strategic partnerships, OEM relationships, alliances, and licenses. Staff: 5; Budget: \$10M

- Rocketed sales to \$17M in just two years, penetrated markets in nine countries, and accelerated time-to-market by convincing Xerox competitors to provide private label products and services with the Xerox brand.
- Attained enviable status as first division in Xerox history to become profitable after just one year by evangelizing web management product and educating sales force on strategies for cross-selling new services.
- Appointed global spokesperson for Xerox's Internet management products and recognized as subject matter expert at worldwide user conferences and tradeshows.

GLOBAL BUSINESS DEVELOPMENT DIRECTOR, BONNE TECH, Lyon France (now ElleTech)**1991 to 1996**

Charged with elevating this small mainframe connectivity software firm to a worldwide contender. Spearheaded global sales strategy and formed multi-site reseller relationships. Catalyst for explosive company growth that paved way for subsequent acquisition by a publicly traded firm. Staff: 17; Budget: \$1.9M

- Catapulted sales 205% (from \$700,000 to \$1.5M) in first year, and 714% in five years to \$7M with 65% of sales delivered through international sales channels established in 18 countries on five continents.
- Secured largest deal in company's history via Xerox agreement to package solution into their product offerings.
- Recognized with Inc. 500 *Fastest Growing Companies* award for three consecutive years, a distinction only 42 companies have achieved in the history of the award.

**FOUNDER & PRESIDENT, INFORMATION TECHNOLOGIES GROUP, LTD., Dallas, TX****1987 to 1990**

Built technology training and consulting service organization to support Xerox's retail customer base in six U.S. states. Seamlessly transferred services previously provided by a national "big 4" firm with virtually no interruption to service. Provided software development services for desktop custom applications for Fortune 2,000 companies and delivered consulting services to 300 clients. Staff: 30; Budget: \$1.5M

- Drove sales from zero to \$1.5M in two years and established eight training centers in partnership with Xerox and NYNEX; recruited and mentored educational team that instructed 5,000 students.
- Revolutionized business processes of a national pipeline company by creating one of the country's first customized and real-time distributed data systems.

MANAGER, CONSULTING, DELOITTE & TOUCHE, Dallas, TX**1983 to 1986**

Pioneered breakthrough educational program for C-suite executives; authored curriculum, recruited, trained, and oversaw ten trainers. Garnered numerous press accolades and radically transformed client cultures to embrace and use new technology resulting in exponential productivity gains.

- Recognized as top-performing consultant in the region based on number of engagements sold; managed consulting team with the highest office utilization numbers.

CO-FOUNDER, PARSONS & DANN TECH, Dallas, TX**1980 to 1983**

While still in college, formed technology start-up company and won lucrative Department of Defense contract. Grew two-person operation to 33 in 18 months and took company public in 1983.

EDUCATION**BACHELOR OF SCIENCE, COMPUTER SCIENCE, UNIVERSITY OF NORTH DALLAS, Dallas, TX****1981**

This client had achieved impressive impact in a number of different organizations at various stages of development. The goal was to show the diversity of his experience in start ups, troubled companies, and established top tier firms and prove that no problem was too big for him. Charts were used to add a visual element to the significant impact he had achieved within the organizations he supported and led. Each section of the document speaks to his ability to be proactive, innovative, and at the top of his field.