

Dean A. Rutter

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EXPERIENCE

Venture Werks, Founder & Principal

1999 to Present

- ◆ Consult startup, early stage and small- to mid-sized businesses in Internet, software, mobile, advertising, real estate, healthcare services, technology, media, consumer products, venture, health and nutrition and other industries.
- ◆ Lead or support owners with sales, business development, product/service planning, strategy and development, digital, technology, operations, organization, identity, marketing, finance and funding.
- ◆ Currently serving as the interim COO of an Internet of Thing business that offers a turnkey real time tracking system with responsibility for securing initial customers.

OneAccord, Principal

2011

- ◆ Provided interim leadership services focusing mainly on improving top-line revenues and taking hands-on responsibility for delivering upon revenue enhancement recommendations.
- ◆ Served clients in the telematics software & services, clean technology and education financing markets.

ProJan Services (Clean♦Polish), Founder, President & CEO (Interim COO & EVP Sales)

2009 to 2010

- ◆ Founded ProJan Services to offer facility services in addition to an innovative line of facility improvement products; generated first revenues within six weeks of launch.
- ◆ Led national sales/business development and strategy, marketing, identity, web presence and sales/fulfillment operations functions for Clean♦Polish, a facilities products manufacturer rep business.
- ◆ Doubled Clean♦Polish's national accounts in four months including landing or growing accounts with Menards, Pet Smart, SuperValu and Costco.
- ◆ Installed, configured and rolled-out NetSuite ERP with no vendor and limited technical support.

Liquidus, EVP Sales & Business Development/COO & EVP Strategy (Interim COO)

2006 to 2009

- ◆ Led sales and business development implementing a national revenue growth strategy and SFA system that tripled customers and cemented key relationships with the 10 largest North American cable operators.
- ◆ Designed and managed the development of a custom, multi-tiered Video on Demand (VOD) tracking and billing system.
- ◆ Performed forensic audit of services and operations that established the cost basis for entire business.
- ◆ Drafted, managed legal team and led the successful negotiation of a multi-year, multimillion dollar production and services contract with Comcast.

aNeoVoice (VoxOpia), Founder, President & CEO (Interim CEO)

2004 to 2006

- ◆ Founded business that allowed callers to use a phone to interact with existing websites without requiring reprogramming of the website or call center platforms in the hospitality and healthcare services industries.
- ◆ Led sales that rapidly landed first customers, a multi-billion dollar rental car company and the second, a telephone-based Continuing Medical Education services company.
- ◆ Created first-to-market Medicare Part D voice application that was purchased by a leading pharmacy benefits management company.
- ◆ Vetted voice application automation software platform a client bought from a bankrupt company; analysis led to a recommendation to abandon the business given the overall size of market for software of this type.

The Make Baby Laugh! Company, Founder & Managing Member 2002 to 2008

- ◆ Founded an award-winning children's video and music entertainment business, executive producing three 30-minute video programs and companion music CDs.
- ◆ Led all creative efforts including identity and branding, product structure, animation storyboarding and production, music selection and production, product tie-ins, packaging and POS displays.
- ◆ Managed a public relations campaign that resulted in the first video earning *Parenting Magazine's* Video of the Year award.
- ◆ Negotiated agreement with a leading Hollywood distributor and the licensing of all products to an early childhood media company.

Apartments.com (Visual Properties), Founder, Chairman, President, COO & CTO 1992 to 1999

- ◆ Founded the business, recruited key staff, designed, led the development of custom client-server software platform that utilized touch-screen kiosk-based computers and the platform redevelopment for move to web.
- ◆ Built rental real estate brokerage and advertising business from zero to more than \$30 million in sales ultimately yielding investors a 40% IRR and 1200% return for founders.
- ◆ Produced memorandum and pro forma that led to \$5 million in venture capital financing; used funds to rebuild on web platform, ultimately achieving a consistent top 10 most trafficked real estate website ranking.
- ◆ Led comprehensive process reengineering of advertising production and operations resulting in the elimination of production backlogs, 25% staff reduction and an 80% improvement in time to revenue.

Accenture (Andersen Consulting/Arthur Andersen), Experienced Manager 1983 to 1993

- ◆ Managed the Jakarta Indonesia office, leading the integration of the newly acquired professional services practice of SGV Utomo with Accenture.
- ◆ Led the systems and operations planning phase for Walgreen's entry into mail order pharmacy business line.
- ◆ Conceived and executed unemployment insurance program that resulted in increasing Illinois Department of Employment Security revenues by more than \$4 million annually.
- ◆ Authored five-year technology plan for Indonesia's third-largest financial institution.

E D U C A T I O N

MICHIGAN STATE UNIVERSITY, College of Engineering. BS Engineering Arts.

CONTINUING PROFESSIONAL EDUCATION Completed several thousand hours of classroom-based instruction in corporate law, tax, finance, technology development and professional management.