

# **Wilson Zehr, PhD, MBA**

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*Over twenty years of proven success in the high technology and communications industries. A visionary marketing and technical leader who has driven many products from a blank sheet of paper to successful market offerings. Seeking an opportunity to apply extensive **product engineering, planning, marketing, business development, and management** skills to deliver break-through solutions.*

## **PROFESSIONAL EXPERIENCE**

### **Cendix ([www.cendix.com](http://www.cendix.com))**

Cendix is the leading provider of Web-to-print solutions that automate on-demand marketing campaigns and increase sales both online and offline. Cendix offers hosted Internet application software for print shops, commercial printers, and enterprise marketing organizations. Cendix supplies all the software, hosted systems, and technical talent; Cendix creates and customizes the online application; and manages all the ongoing operations and system maintenance.

#### ***June 2004 – present: Founder***

- Created Cendix to provide the next generation of Zairmail-like (web-to-print) capabilities for commercial printers and enterprise marketing organizations. Secured the first contract to provide maintenance and engineering services for Global Document Solutions. Provide engineering and hosting services for Zairmail ([www.zairmail.com](http://www.zairmail.com)).
- Designed and delivered online applications for Home Savings of America (200+ branches), Employers Insurance (1,000+ agents), Sage Software (6,000+ distributors), All American Hearing, Marriott Courtyard, Red Lion, Integra Telecom, Charles Schwab, Digital Insight (Intuit), Pelican Hill, 3 Day Blinds, Long Term Clients, Falcon Graphics, Mail Computer Services, WW Metal Fab, Mail Manger, Telerose Printing, Lithtex, and others.
- Designed and delivered websites and online marketing services for clients in a broad range of industries. Clients include Cendix, Cube Management, Panther Systems, OnPlan Solutions, Pacific Printing & Imaging Association, Vigor Industrial, Zairmail/eLetter, Green Dog Printing, Alesco Data Group, Code Blue Solutions, Yolo Colorhouse, Yoga Body, Church of God, 3 Public Relations, Ascend, Xeinium, and many others.
- Provided strategic marketing and sales consulting services for numerous startup and emerging growth companies, including: Cube Management, Agilis Solutions, Compli, Exterro, EthicsPoint, Kietra, Panther Systems, OnPlan Solutions, DevonWay, GetGordon.com, Synotac Design, EiD Passport, City Broadcasting, Perpetua, Floragenex, Allmed Healthcare Management, and others. Please see [www.cendix.com/consulting/consulting\\_overview.html](http://www.cendix.com/consulting/consulting_overview.html) for additional details and project examples.

### **Zairmail/Launchpoint (*acquired by Global Document Solutions*)**

Launchpoint leverages digital print-on-demand, Internet communication, and document automation technologies to make sending a letter faster, easier, and 50% less expensive. The company was funded by Hewlett Packard, Tim Draper, Timberline Ventures (Northwest affiliate of Draper Fisher Jurvetson), and others.

#### ***September 1999 – June 2004: Founder, President, & CEO***

- Invented the concept of hybrid (electronic to hard copy) mail for short-run direct mail campaigns. Created the product specifications, co-authored three patents related to distributed print communication and advertising, and led the development, positioning, and launch of the company and its products.
- Guided the company from a seed stage start-up to a mature organization with 12,000 small business customers. Highlights include: 300% growth in 2001; 200% growth in 2002; reduced expenses by 50% and doubled profit margins in 2003; re-capitalized the company as Launchpoint in September 2003; reached break-even August 2004.
- Established and managed more than 25 strategic and affiliate relationships including: Microsoft, USPS, UPS, Office Depot, Xerox, Kinko's, IKON, Experian, InfoUSA, Pitney Bowes, GMAC Real Estate, Prudential Real Estate, First American Real Estate, and AeA.
- Served as the corporate spokesperson for Zairmail/Launchpoint including sales/investor presentations, conference sessions, editor interviews, television appearances, and radio shows. Created articles on small business growth and direct response marketing for external publications and our own monthly newsletter of 110,000 subscribers.
- Raised over \$14 million from corporate, institutional, angel investors, and economic development agencies. Financing activities include seed funding, institutional financing (venture capital and venture debt), bridge financing, and creative debt restructuring. Completed four acquisitions of competitors.

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### **eFusion, Inc.** (acquired by ITXC/Teleglobe NASDAQ: TLGB)

eFusion pioneered the market for Voice over Internet Protocol (VoIP) applications as a technology provider and an application service provider. The primary customers of eFusion were large Telco's, CLEC's, national Internet service providers, and call centers. The company was funded by Intel, Microsoft, AT&T Ventures, France Telecom, and others, and was acquired by ITXC for \$165M.

#### **August 1996 – September 1999: Marketing/Business Development**

- Defined the products, positioning, and marketing strategy for eFusion's Network Products. Drove the branding and created all the initial sales collateral and marketing materials. Network Product Division sales represented almost 100% of eFusion's total revenue – \$10 million target in 1999 – those sales results were instrumental in driving the acquisition of the company by ITXC (now Teleglobe).
- Responsible for spinning-up, managing, and expanding eFusion's portfolio of strategic partners including: two funding partners (Intel, Microsoft); three network edge device vendors (Ascend, Cisco, and 3Com); as well as several new strategic marketing and technology relationships.
- Directly responsible for closing and managing eFusion's largest accounts – over 80% of revenues. Drove sales in North America by directly owning strategic accounts (GTE, Bell Canada, America Online, UUnet, MSN, Intel, Cignal Global Communications); guided sales engagements resulting from partnerships with our edge device partners (Ascend, Cisco, and 3Com); and supported sales development nationwide (US West, SBC, and others).

### **Sequent Computer Systems** (acquired by IBM NYSE: IBM)

Sequent Computer Systems was the leading provider of open systems computers for large-scale enterprise database applications. In this timeframe there were more than 130 large-scale Oracle database implementations on Sequent; only 7 on Hewlett Packard; and 1 on Sun. Significant Sequent customers included Boeing, US West, Oracle (ran their business and engineering operations on Sequent), Walgreen's, Burlington Coat Factory, and Eurocar.

#### **January 1994 - August 1996: Oracle Program Manager**

- Responsible for managing all aspects of Sequent's day-to-day activities with Oracle Corporation. The Oracle relationship leveraged over \$280 million (70% of Sequent's business) in 1995, up from \$126 million (46% of Sequent's business) in 1993.
- Generated 56% growth in Oracle leveraged revenue for 1994 – with comparable gains in 1995. Delivered a direct sales program for Oracle database products that generated over \$6 million in incremental revenue in just six months; eliminated \$1.6 million in excess pre-pays; and forged stronger field sales relationships.
- Responsible for delivering supported Oracle-based offerings on Sequent platforms – *Oracle products on Sequent were routinely the first to market*. Managed over \$10 million of Sequent equipment at Oracle and directed the activities six engineers working on-site at Oracle.
- Educated Oracle senior executives and decision-makers on Sequent technology, positioning, sales wins, and future plans. Communicated Oracle goals and critical strategic initiatives to senior executives and key decision makers at Sequent. Created an environment that encouraged teamwork and strong local partnerships worldwide.

### **Cadre Technologies** (acquired by Computer Associates NYSE: CA)

Cadre Technologies was a leading provider of Computer Aided Software Engineering (CASE) tools for large-scale software development projects. CASE tools are often required for design and documentation in government projects.

#### **January 1991 - December 1993: Product Line Manager**

- Responsible for defining, developing, positioning, and promoting Cadre's Teamwork/FORTRAN Rev reverse engineering tool and defining Cadre's next generation reverse engineering and software re-use tools for C/C++.
- Coached, motivated, and supported a worldwide direct sales force of more than 80 people
- Responsible for Cadre's corporate relationship with Sun Microsystems. Software sales on the Sun platform represented over 50% of Cadre's \$50 million in annual revenue. Forged closer relationships with Sun, IBM, Hewlett Packard, and Digital Equipment Corporation to leverage their field sales resources.

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### **Verdix Corporation** (*acquired by Rational/IBM NYSE: IBM*)

Verdix was the leading provider of Ada compiler technology. Ada is a programming language required by the Department of Defense for all mission critical and embedded systems applications.

#### **May 1985 - January 1991: Software Engineer**

- Designed and implemented the Verdix a.mkvar object file archive utility
- Designed and implementation of the MVME133a interface template and porting test suite
- Designed and implemented interfaces between Ada and other programming languages (50K+ lines of code)
- System administrator for an extensive in-house network (Unix, VMS, DOS; LAN, WAN; custom scripts)

### **ADDITIONAL EXPERIENCE**

**Urban Renewal Advisory Committee (URAC)**, City of La Grande, La Grande, OR

**Strategic Policy and Operating Committee (SPOC)**, Eastern Oregon University, La Grande, OR

**Industrial Systems Advisory Committee**, Blue Mountain Community College, Pendleton, OR

**Manufacturing Leadership Council**, Frost & Sullivan, San Antonio, TX

**McKinsey Executive Panel**, McKinsey & Company, Boston, MA

**Board of Directors, Youth Official Supervisor**, Lake Oswego Youth Football, Lake Oswego, OR

**Publication Review**, Portland International Center for Management of Engineering and Technology, Portland, OR

**Strategic Contributor**, Oregon Entrepreneurs Network, Portland, OR

**Venture Competition Judge**, Future Business Leaders of America, Portland, OR

**Venture Mentor**, Lab2Market Program, National Science Foundation, Portland, OR

**Board of Directors**, Program Management Forum, Portland, OR

**Board of Directors**, American Advertising Museum, Portland, OR

**Board of Directors**, Software Association of Oregon, Portland, OR

**Small Business Advisory Council**, American Electronics Association, Washington, DC

**Technical Advisory Board**, Oregon Advanced Computing Institute (OACIS), Portland, OR

**International Experience:** graduate level research on Japan and greater China; taught, worked, and lived in Bangkok, Thailand; completed consulting projects with the Thai Military Bank and Esso (Thailand) Limited; presented at conferences and worked extensively with customers/investors in Asia and Europe. Conducted business or traveled in over 22 countries globally.

A complete list of publications, presentations, and webinars is available on request.

### **EDUCATION**

**PhD, Technology & Management**, Walden University, Minneapolis, MN, 2020

*Research Concentration: Analytical Models, Innovation, & Strategy*

*Overall GPA 4.0*

**PhD, Engineering and Technology Management**, Portland State University, Portland, OR, 2017 – *all but dissertation*

*Research Concentration: Innovation, Entrepreneurship, & Strategy*

*Overall GPA 3.85*

**PhD, Systems Science**, Portland State University, Portland, OR, 1991 – *all but dissertation*

*Research Concentration: Finance & Quantitative Economics*

*Overall GPA 3.91*

**MBA**, Portland State University, Portland, Oregon, 1990

*Selected Top Ten Business Student in Oregon by Oregon Business Magazine*

*Graduate Business GPA 4.0*

**BS, Finance**, Portland State University, Portland, Oregon, 1986

*Graduated with High Honors*

*Minor in Computer Science*

*Overall GPA 3.97*

**AS, Computer Science**, Portland Community College, Portland, Oregon, 1985

*Overall GPA 3.95*