

# Mark Peter Petroff

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## CAREER SUMMARY

Top performing senior executive (CEO, COO and CFO) with extensive experience in founding, managing, leading and turning around high technology product development, technology services, and clean-tech companies from start-up phase to exit. Founded or co-founded 20 companies on five (5) continents. Experience includes; general management, operations, sales, fund raising, venture capital, finance, M&A, legal, patents, technology licensing, shareholder relations, international, and human resources. Raised over \$125 million in private equity transactions from domestic and international investors. Broad international business experience including multi-year expatriate assignments in Europe and Australia. Mr. Petroff is a strong and focused leader with excellent operational, analytical, communications and financial skills.



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## HIGHLIGHTS

- Built two international companies (ADS Corporation and Time Domain Corporation) that became global market leaders in their industries while generating over \$1 billion in cumulative revenue
- Industry experience includes: clean-tech, wireless, semi-conductors, electronics, software, nanotechnology, E-Commerce, and alternative energy
- Raised \$125 million in private equity for three private companies; 15 years experience fund raising including domestic and international venture capital, angel, corporate, and institutional
- Started businesses in five continents: 8 years as an expatriate including, Australia, Puerto Rico, and Europe
- Successfully worked in small, mid-sized, and Fortune 500 sized companies as CEO, CFO and COO; operating in commercial, municipal and defense sectors
- Experienced in turn-arounds, recapitalizations, and re-starts
- Mergers & Acquisitions experience includes over 50 completed transactions, and
- High energy, strong work ethic, effective communicator, computer and web literate.

## BUSINESS EXPERIENCE

### MAGNA VISTA GROUP- (2004-07 and 2009 to present)

Huntsville, AL

**Co-founder and Director** - *Magna Vista Group is a boutique management consulting firm that provides executive level management consulting services to small US and foreign companies. Clients include technology, bio-tech, nanotechnology, clean-tech, health services, defense, E-Commerce, and select non-profits. ([www.magnavistagroup.com](http://www.magnavistagroup.com)). Recent assignments include:*

**Board Member** – *Chicago based nanotechnology firm, NanoIntegris, Inc., the world's leading refiner of purified and separated carbon nanotubes. Full-time role on-site to lead re-organization. Tasks included replacing CEO, consolidating offices, move to GAAP, developing 5-year strategic plan, and fund raising. Acted as shadow CEO, acting CFO and in 9-months, doubled revenue, brought company to profitability, increased EBIDTA by 50 points, and trained new executive team. Secured commitment for acquisition by synergistic buyer at above market rate.*

**Board Advisor** – *re-start of Huntsville based E-Commerce company. Led refinancing of company, hiring of staff, and increased revenue by 3-fold in 12-month period.*

**Board Advisor** – *assisted in sale of Huntsville based research and technology company. Worked with CEO to complete initial acquisition of start-up firm by public company. Provided advisory services during complex earn-out process.*

### ENERSIGHT FUELS, INC- (2008)

Huntsville, AL

*EnerSight Fuels, Inc. is an alternative energy company focused on producing bio-diesel from re-cycled waste vegetable oil as a feedstock source.*

**President, CEO, Director**- *Recruited to evaluate new strategic alternatives for one-year old start-up company. Revamped the company's capital intensive business model, completed a Series A funding round, negotiated and executed two co-production agreements with bio-diesel energy producers, and began biodiesel production in November 2008. Recommended the firm freeze operations in late 2008 until domestic energy prices rebound from recession driven price declines.*

### TIME DOMAIN CORPORATION - (Sept 1996 to April 2004)

Huntsville, AL

*Time Domain Corporation is a venture capital-backed technology company that develops products and provides services in communications, radar and location tracking utilizing ultra-wideband (UWB) technology. During 8-year time tenure, company grew from 10 people to 200. Over 150 patents were applied or issued. Revenue grew to \$10 million/year, and the semiconductor division of the company was successfully sold. Valuation increased 100-fold from 1996–2002, and the company was profitable at the end of term of service in 2004 ( [www.timedomain.com](http://www.timedomain.com)). Company was split in 2004, with the semiconductor group forming Alereon (Austin, TX), and later in 2010 the rest of the firm was acquired by its largest investor, Pharos Capital Group.*

**Board Advisor** (2002 to 2004) *assisted the Board and legal team in completing a complex recapitalization project (equity, debt, license, and division spin-out.). Managed 600 shareholders in 40 states and 15 countries, as well as 200 other stakeholders during process.*

**Chief Operating Officer, Chief Financial Officer, Sr. Vice President, Treasurer, and Director** (1996 to 2002) Managed operations which included human resources, accounting, shareholder relations, legal, and information technology. Responsible for raising \$110 million in private equity. VC and institutional investors included: Sony, Siemens, Marconi, US West, IBM MicroElectronics, WorldCom, Manulife of Canada, OCBC of Singapore, Kolon Group of Korea, and a number of domestic and international venture capital investors based in three continents. Raised \$15 million from angel and smaller private equity investors and acquired and integrated Pulson Communications Corporation. Company reached several milestones during this time, including: successful product miniaturization, issuance of 150 patents, and regulatory approval from the Federal Communications Commission (FCC). Nationally known Board Advisors were recruited including: former NATO Commander (Gen. Wesley Clark), former Chief of Staff for President Carter, (Hamilton Jordan), and Silicon Valley venture capital and entrepreneurial icon, (Heidi Roizen). Assisted CEO in national public relations effort which resulted in over 1,000 news articles including front page coverage of company in *New York Times*, *USA Today*, *Washington Post*, and in-depth articles in many national periodicals (*Newsweek*, *Business Week*, *The Economist*, etc).

**PETROFF VENTURE GROUP LLC - (July 1995 to August 1996)**

Huntsville, AL

*Co-founded this early stage private equity investment firm.*

**Co-Founder, Partner, and Director** Evaluated early stage technology investment opportunities and made a major investment in Time Domain Corporation, a Huntsville, Alabama-based start-up focused on ultra-wideband (UWB) technology, a new form of wireless digital communications. Purchased a minority interest in Time Domain and transitioned from PVG to Time Domain in August 1996.

**ADS CORPORATION - (June 1975 to July 1995)**

Huntsville, AL

*Co-founder of this “garage” start-up in 1975. A clean-tech environmental water and pollution monitoring company that became the worldwide leader in its market niche with \$45 million in revenues, 440 employees, 55 offices in 12 countries. Company builds specialty computers, sensors, and software, and also manages installation, support and services. ADS was sold in 1989 to Axel Johnson, AB, a \$7B privately-held Swedish company. Founding managers stayed with the firm for six-years post-acquisition. (www.adsenv.com). In 2008, company was sold to IDEX (NYSE: IDX) for \$160 million.*

**Chief Operating Officer** (1994 to 1995) managed international operations in five continents. Started expansion efforts into South America by opening branch offices in Chile and Argentina. Managed staff of 200+.

**CEO of International Operations** (1992 to 1994) expatriate assignment in Germany. Promoted to head all foreign operations. Relocated and established European headquarters office in Frankfurt/Wiesbaden, Germany. Oversaw operations in Europe, Asia, Australia, and the Middle East. Managed 12 subsidiaries and a staff of 175. Grew business in Europe including managing strategic alliances with local companies.

**CEO and Managing Director of ADS Australia, New Zealand, and Singapore** (1990 to 1991) expatriate assignment based in Sydney. Established subsidiary in Australia and in first year of operations generated \$13 million of revenue and \$6 million of net income. Founded offices in Sydney, Melbourne, Brisbane, Singapore, and New Zealand. Hired local managers and staff. Managed staff of 125.

**COO and Vice President of Operations of ADS America** (1980 to 1990) directed project operations in US and Canada with a staff of over 200. Managed project operations throughout the US. Extensive travel included multi-month assignments in 40 cities in 15 states.

**Senior Project Manager** (1978-1980) – worked part-time while attending Stanford University. Managed various field projects in California, Michigan, and Illinois.

**Project Manager, Field Manager, Data Analyst, PC Board Layout Technician** (1975-1978) - performed entry level and mid-level jobs that required travel throughout the East Coast, Southeast and Midwest. Started work while still in college at Cornell.

## EDUCATION

### **Stanford University** (Palo Alto, CA):

- *BA–Economics* with an emphasis in business, accounting, and managing technology start-ups (1978-1980)
- *Graduate work* – 20 credit hours at Stanford Graduate School of Business and Graduate School of Industrial Engineering.

### **Cornell University** (Ithaca, NY) :

- Undergraduate coursework in industrial engineering and economics (1974-1976)
- Summer semester (calculus and computer programming) for gifted high school juniors (1973)

**Languages:** English (fluent) and German (intermediate)

## BOARDS AND AFFILIATIONS

### **PRIVATE COMPANY AFFILIATIONS:**

#### **Current:**

- Director, Magna Vista Group (*2004-present*)
- Board Advisor, Condor Solutions (*2007-present*)
- Co-Founder and Director, Petroff & Associates, Inc. (*2007- present*)
- Board Advisor, QueenBeeofBeverlyHills.Com (*2007- present*)
- Board Advisor, The Pinnacle Schools (*2011 - present*)

#### **Past:**

- Director and Shadow CEO and CFO, NanoIntegris, Inc (*2010-2011*) *Chicago*
- Co-Founding Director, The Pinnacle Schools, Inc. (*2005 – 2011*)
- Director, EnerSight Fuels (*2007-2009*)
- Board Advisor, Q-Track Corp. (*2005-2006*)
- Board Advisor, NextWorks Smartphone Software (*2004-2006*)
- Board Advisor, Time Domain Corporation (*2002-2004*)
- Co-founder and Board Advisor, Keller Williams Realty of North. Ala. (*2001-2005*)
- Co-Founder and Director, Time Domain Ltd (UK) (*1999-2002*)

- Director, Time Domain Corporation (1996-2002)
- Co-Founder and Director, Petroff Venture Group LLC (1995-2000)
- Founder and Managing Director, ADS New Zealand (1992-1995)
- Director, ADS France (1992-1995)
- Managing Director, ADS GmbH (Germany) (1992-1995)
- Founder and Managing Director, ADS Pty Ltd (Singapore) (1991-1995)
- Founder and Managing Director, ADS Pty Ltd (Australia) (1989-1995)
- Co-Founder and Director, Condor Systems, Inc. (San Juan, Puerto Rico) (1978-1985)
- Co Founder and Director, ADS Corporation (1975-1995)

## **NON-PROFIT AFFILIATIONS:**

### **Current:**

- Member, Huntsville Angel Network (2005- present)
- Co-Founder and Director, Alabama Image Initiative (2005- present)

### **Past:**

- Director, BizTech (Huntsville Business Tech. Incubator) (2007-2009)
- Director, Wisdom Council, Huntsville Young Professionals (2006-2008)
- Entrepreneur in Residence / Venture Catalyst , BizTech (2005-2007)
- Director, Alabama Information & Technology Association (2002-2005)
- Huntsville Hospital Foundation Development Counsel (1997-1998)
- Co-Founder, President and Director, Stanford Alumni Club of Alabama (1990- 2005)
- Co-Founder and Director, Alabama Entrepreneurs Assoc. (1986 1990)

## **PERSONAL**

**Birthplace:** Goose Bay, Newfoundland and Labrador, Canada

**Citizenship:** naturalized US Citizen since 1967;

**Children:** two daughters: ages 21 and 18

**Activities:** running, bicycling, hiking, reading, baseball statistics, and travel

**Residences:** Lived in Canada, Vietnam, Puerto Rico, Australia, Germany, and 12 U.S. states; currently reside in Huntsville, Alabama

**Travel Experience:** 49 US states, and abroad in 100+ countries; logged over 2 million miles of travel; Worked in 50 different office locations in 12 countries

**Security Clearances:** U.S. Government “Secret” from 1998-2004