

JOHN REHFELD

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KEY ACCOMPLISHMENTS

- As an active outside board member and chairman of the Compensation committee helped Candle Corp. (a \$400M private SW company) sell to IBM and developed all the transaction and transition compensation for senior management
- As an active outside Board Member, helped lead Wonderware, Inc. through a successful IPO, founder CEO transition and cash sale at \$400M (four+ times revenue)
- Chairman of the Orange County FCD (Forum for Corporate Directors); led the development of the Corporate Governance Excellence program for public companies in OC
- Adjunct Professor of marketing and Strategy at Pepperdine and USD EMBA program. Named the outstanding adjunct Professor at Pepperdine for 2008
- Designed and launched first laptop computer for Toshiba, creating the market segment, growing sales from zero to \$400M in 3 years
- Subsequently named one of the top 25 computer industry executives by *Computer Resellers News*
- Effected major changes and grew Seiko Instruments America from \$89M to \$200M in 4 years. Then served as an outside BOD Member for 12 additional years
- Re-engineered Etak, a business unit of News Corp, and negotiated sale of company to Sony
- Downsized Spruce Technologies and sold company to Apple Corp
- Developed strategic customer/vendor relationships with Sanyo, Hitachi, Sony Japan, Sony Europe, Michelin, Robert Bosch, ASK (Norway) and Apple Corp. resulting in over \$600M of transactions
- Appointed a Federal Trade Commission Monitor to oversee sale of MSC software business unit to EDS

PROFESSIONAL EXPERIENCE

<u>BOD Member, CEO coach and Adjunct Professor</u>	2002 – present
Currently serving as an outside Board of Directors Member of two public software and hardware technology companies (ADC, \$1.5B and Local.com \$50m), and a CEO coach for six IT companies. Also an adjunct marketing & strategy Professor, Executive MBA Program, Pepperdine University and University of San Diego	
<u>Chairman and co-CEO, SPRUCE TECHNOLOGIES, INC. San Jose, California</u>	2001-2002
Silicon Valley based company targeting its applications to DVD authoring and content. Recruited to downsize and sell company. Sold to Apple Corporation for cash. All the preferred and common shareholder groups were satisfied.	
<u>Chairman and CEO, PROSHOT GOLF, INC., San Juan Capistrano, California</u>	1997-2001
A private company providing GPS distance measuring computers on golf carts and superintendent vehicles to help golf courses increase sales and profits. Hired to bring the company out of insolvency. Increased the number of installed courses from 35 in 1997 to 200 in 2000. Sold the company to Inforetech Wireless in January 2001.	

<u>President and CEO, PROXIMA CORPORATION, San Diego, California</u>	1996-1997
A \$150M public multimedia projector company that had been losing market share due to no new product releases over 12 months. Shifted to a strategic product development relationship with Japanese vendors, and assisted sale of company to ASK-Norway. The industry needed a roll up strategy.	
<u>President and CEO, ETAK, INC. (Subsidiary of News Corp), Menlo Park, California</u>	1993-1996
A digital map software and content company developing consumer market with multimedia car navigation systems and Internet location services. Assisted in sale of the company to Sony.	
<u>President and COO, SEIKO INSTRUMENTS AMERICA, INC. Torrance & San Jose, California</u>	1989-1993
Served as an outside board member from 1993-1995. \$200M all non-watch business in North America. Grew sales from \$89M to \$200M in North America.	
<u>VP/GM, Computer Systems Division, TOSHIBA AMERICA, INC. Irvine, California</u>	1981-1989
Established Toshiba's PC printer and laptop business in the United States. Grew sales from start-up to \$450M.	

Also held positions as VP of International Data Corp (part of IDG), and systems engineer at IBM

INDUSTRY ACTIVITIES

- Chairman of Forum Corporate Directors (FCD) in Orange County.
- Authored articles in *Harvard Business Review*, *New York Times*, *The Corporate Board* and *The Directors Monthly*.
- Author of *Alchemy of a Leader*, (New York: John Wiley & Sons, 1994)—translated into eight languages and published as a business book on tape.
- Named one of Top 25 Computer Industry Executives by Computer Reseller News.
- Former member of Young Presidents Organization (YPO) and World Presidents Organization.

BOARD OF DIRECTORS – CURRENT ASSIGNMENTS

- ADC Telecom, a \$1.5B NASDAQ Telecom hardware company
- Local.com, a \$50M NASDAQ local search company
- Overtone, a VC funded unstructured data analysis company.
- Enkeboll Design, a family-owned high-end wood design company

EDUCATION

Master of Business Administration, Harvard University
Bachelor of Chemical Engineering, University of Minnesota