

# Thomas Q. White II

946 N. Kenilworth Ave, Oak Park, IL 60302

7 0 8 / 7 6 3 - 0 1 0 0

TQ@tqwhite.com

September 2, 2005

## Summary

During my career I have been involved in innovation and building. Based on strong communication skills, deep knowledge of computers and the internet, and practical business skills, I have helped sales organizations increase revenue, production organization revolutionize processes to reduce costs, and maximized application of capital while constructing entire companies.

I am especially skilled at helping customers understand technology and technical people understand customer needs in the context of sales, marketing and implementation management.

## History

### **Restorion, 2001-2004**

#### **Founder, CTO and President**

Automatic online backup of personal computer files using the internet.

### **Sonoran Scanners, 1998-1999**

#### **Product Line Manager**

Startup company developing a UV direct-to-plate imaging system for the newspaper industry.

### **Krause America, 1996-1998**

#### **American Marketing Director**

Manufacturer of digital, direct-to-plate imaging systems for the printing industry.

### **Scitex America, 1989-1995**

#### **Manager Sales Support, National Accounts**

Manufacturer of computer equipment for the printing industry.

### **R.R. Donnelley and Sons, 1978-1987**

#### **R&D Engineer**

International printing company. Worked in the R&D group inventing digital imaging technologies.

### **University of California, 1978**

#### **Bachelor of Science, Electrical Engineering and Computer Science**

## Accomplishments

### Internet Company Business Plan

The assignment was to determine feasibility of building a business based on an internet product and to attract capital to implement the business unit. The competition was surveyed and characterized. Software suppliers were located. A multi-year economic model was developed testing multiple pricing scenarios and variations on the level of technical support, product parameters and pricing of various suppliers. A two-tier sales plan was developed to support a highly scalable, low-cost initial sales effort. Potential sales reps were sought and tentatively committed. Customer technical support resources were identified and a partner selected. An engineering management company was located. The project was documented in a formal business plan. The result was that, in two phases, \$700,000 in capital was recruited, the company was built, satisfied customers and sold to a competitor.

### Industry Trade Show Presence

A plan was needed for the largest trade show of the year. The goals were to develop leads, introduce our new product concept to the industry, and excite the new distributor network. An unusual concept was devised where the booth architecture mirrored the product message of 'workflow'. Costs were reduced by the recruitment of over seventy-five distributor staff and nearly a million dollars worth of loaner equipment. Execution included writing a song (to the tune of Walk on the Wild Side) describing product virtues, writing a marketing script for the booth comedy presenters, running the technical integration project for the booth demonstration system, managing the booth design and construction. Onsite accomplishments included two front page mentions in the show daily, three joint marketing agreements proposed to the home office, and several dozen leads for projects exceeding \$400,000.

### Product Development Marketing Plan

The assignment was to determine if the new product concept was viable and, if so, discover the size of the market, competition, key players and prospects, performance and price requirements, and detailed product specifications. Relationships were sought and developed with key target industry managers. Examination of industry production practices and costs were modeled to provide price point and performance information. Since the product concept had a consumables component, leaders in this industry segment were found and technical feasibility was confirmed. An initial media partner was confirmed.

A survey was made of the competing products and found to have substantial competitive benefits. The client industry was sorted to identify the prospect category. A document was developed to characterize ways to approach them, their trade shows and other communication opportunities, internal decision processes and identities of the earliest prospects. An agreement was developed for an alpha customer. Finally, detailed technical specifications for the product and its integration into existing customer systems was written. The product worked and the company was sold to a competitor.

## **Revolutionizing a Big Process**

The assignment was to develop a plan to upgrade a catalog publishing process from reliance on separated word processors, typewriters and people counting words by hand, to rely on emerging computer and networking technologies. A detailed analysis of the incumbent process and its integration with marketing and printing operations was developed and ratified. A comprehensive survey of the accomplishments of R&D laboratories identified several new technologies. A revolutionary system design was conceived that integrated an advanced, micro-processor based typesetting system and a production data management system able to manage text and other production files with a production plan that reduced labor, and, more importantly, time, by a huge fraction. A strategy was developed with the inventors of the equipment. Later, a series of data structures and system modifications were developed to allow direct transmission of page layouts from publisher to printer. This integration was in use until well into the nineties.

## **A 1983 Vision of the World Wide Web**

The assignment was to improve the standing of the R&D organization by developing a plan for a joint venture with the MIT Media Lab. Over the course of several months, meetings were conducted with principal investigators at both labs to understand the capabilities and needs of each. A plan was devised for a five-year research project that was called the "Intelligent Publication". Focused on the needs of catalog marketing, it forecast distributed customer access terminals where people would be able to enter their own specifications and queries and then view products that fit their needs and, by the then unusual mechanism of 'clicking' on a product, get more detailed information.

The R&D project envisioned collecting click, query and other information and using it to guide the system's response to queries. Additional concepts included allowing customers to establish persistent account information and execute purchases. A research plan into a data distribution strategy (referring to the new technology called 'ethernet') and, critically, the elements of a publishing system that could create such a multi-media publication. The plan documented that categories of research projects and, critically, the intermediate results and how they would benefit local development efforts. The image and visibility of the company's R&D organization were substantially enhanced. Several of the project plans made large contributions to future technology developments.