

CHUCK THOMAS

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OBJECTIVES

Working strictly as an advisor since 2014 retirement. Provide direction, leadership, and team-building, helping the entity focus on change. Clarify new directions, create and implement strategic and tactical plans. Identify opportunities, guide product development and deployment cycles, and employ contemporary technologies to strategic advantage. Advise, mentor, and develop individuals to reach their maximum potential, especially as entrepreneurs.

EXECUTIVE SUMMARY

Executive level management, technology innovation and development, I/T professional services, sales & marketing, and undergraduate and graduate-level teaching experience. Selected accomplishments:

- Founded several software and professional services companies, including the largest Retail Industry enterprise software company. Ventures include independent startups as well as ventures spawned from existing firms.
- Since 2003, served as Adjunct Professor of Entrepreneurship at Penn State Great Valley School of Professional Graduate Studies teaching Entrepreneurship and Innovation.
- Experienced with managing business creation, growth & development, and with technology product development & support. Developed Marketing, Recruiting, and Professional Development Departments; created and managed several eCommerce, Manufacturing/Distribution/Retail and Health/Pharmaceutical professional services practices; created and managed revenue streams; developed and published software development methodologies.
- Expert with Information Technology, as well as media and new media technologies; accomplished at conceptualization and architecture of complex systems; and creating and managing teams to successfully design and build the systems.
- Created interactive television technology and a new paradigm for television audience measurement; participated in industry standards development groups for interactive advertising and advanced media; created a patent portfolio for a variety of digital cable/television technologies and methods.
- Created patent portfolios and has served key role in several substantial patent dispute and software project lawsuits, including large internationally significant plaintiffs and defendants.
- Published numerous articles and delivered seminars on a wide variety of technology and business issues, including recently delivering the Keynote Address to the Electronic Retailers Association (ERA) Annual Convention.

PROFESSIONAL EXPERIENCE

Chuck Thomas, LLC

2006-Present

Provides consulting services. Sample engagements include:

- Wolf Greenfield – Lawyer's expert in winning a multi-patent dispute involving charges of patent infringement valued in nine figures between a global advertising powerhouse and a well-known US-based technology company.
- Kantar Media (a WPP company) – Managed the Kantar project team in the development of DIRECTV's targeted advertising capability, now in production. A multi-company global development effort, with virtual teams.
- KPM Group – Working for Stevens & Lee as plaintiff's expert, researched and developed strategy leading to a successful claim against one of the largest professional services companies for a multi-year software development project. This multi-million dollar claim involved off-shore software development for an international financial firm.
- Lyrio – EVP for Strategy & Business Development. Wrote business plan; developed investor relationships; developed strategic alliances and partnerships; developed marketing programs. Lyrio was acquired by evolveIP in June, 2008.

Penn State Great Valley School of Graduate Professional Studies

2003-Present

BOARD OF ADVISORS, AND OTHER WORK

2013-Present

Member of Great Valley Campus Board of Advisors (2016-Present), Management Division Board of Advisors (2013-2016), Innovation and Entrepreneurship Task Force (2015-2016), and other supportive activities.

ADJUNCT PROFESSOR OF ENTREPRENEURSHIP, MALVERN, PA

2003-2013

Developed courseware and taught all courses in the Entrepreneurship programs at Penn State's graduate campus, including New Ventures I & II, Developing Technology Ventures, and High Tech Venture Development. Teach three or

four courses per year, mentor students, provide pro bono assistance to startup ventures. Also, a Fellow with the Consortium for Sustainable Business Development. Co-produced a series of Great Valley Startup Showcases to provide a forum for pitches to potential investors. Currently serving on PSGV's Advisory Board.

COMCAST CORPORATION

2000-2006

Vice President/General Manager, TargetTV, Philadelphia/West Chester, PA

Recruited from IBM to formulate and head several interactive television (iTV) initiatives, created business plans and executed the strategy of combining two heretofore independent initiatives to create an end-to-end iTV value proposition. Comcast and QVC formed joint venture TargetTV to provide viewership measurement, interactive advertising, and impulse commerce. Comcast acquired the Liberty Media (QVC) share of the JV on 1/1/2005.

- Developed strategic plans and business plans & budgets, organized cross-organizational support of initiatives, and generally evangelized enhanced audience measurement, ad & content targeting, and interactive television.
- Developed a portfolio of television commerce, advertising, audio splitting, and viewership measurement technology patents and patent applications (US and international), including authoring "System and Method for Guaranteed Anonymity of Cable Television Viewership Behavior", US Patent 7,664,946.
- Managed TargetTV through two periods of ownership uncertainty (Comcast acquisition of AT&T and Liberty Media acquisition of QVC), maintaining strong staff commitment and joint venture partner support. Successfully navigated a smooth transition from joint venture to Comcast sole ownership of the entity.
- Initiated deployment of TargetTV's viewership application and launcher into over 120,000 homes in three regions by November, 2002. Application required no headend hardware, and consisted of sophisticated digital set top box applications and data acquisition and processing capabilities. Data collection peaked at thousands of transactions per second. Provided real-time aggregated & anonymous profiled viewership behavior.
- Managed development of content (ad) tracking, lead generation, games, surveys, and impulse retailing applications implemented on multiple digital television platforms.
- Developed strategy to maintain subscriber privacy, and created the technology to ensure that privacy. Worked with legislative, regulatory, special interest group, public relations, and privacy officers to implement the strategy.

Served as QVC's primary leader for interactive TV, enhanced TV, and iTV retailing. TargetTV was incorporated into Comcast Engineering departments in early 2006, dissolving TargetTV as an entity.

IBM GLOBAL SERVICES BUSINESS INNOVATION SERVICES

1998-2000

e-Business Principal, Distribution/Retail Industry, New York, NY

Managed e-Business practice for the Distribution (Retail, Wholesale, Professional Services, and Consumer Products) Sector in the Northeast US, including opportunity management, proposal content, pricing, contracting, teaming, and delivery of e-Business (and related) engagements. Delivered eCommerce Strategy Workshops to executive teams; participated on steering committees, presented business cases, negotiated agreements, signed contracts. Coordinated with other IBM business units to form delivery teams, managed and mentored delivery teams, reviewed quality delivery and gained customer acceptance of engagement deliverables. Targets included opportunity, revenue, billable time, teaming and mentoring, and quality objectives. Left IBM to found the TargetTV joint venture for Comcast and QVC.

ASTON BROOKE CORPORATION (acquired by Ciber)

1997-1998

Vice President Business Development, Plymouth Meeting, PA

Managed Sales/Marketing, Recruiting, and Corporate Development; increased growth rate from 20% to 40% in nine months.

ICON SOLUTIONS, INC. (Acquired by AnswerThink in 1999)

1994-1997

Principal, Conshohocken, PA

Built the Value Chain Management Strategic Business Unit, a \$13.4 million business unit that included the Pharm/Chemical, and Manufacturing/Distribution/Retail industries and eCommerce technologies. Developed Marketing, Recruiting, & Professional Development Departments during high growth period. Created the Mentoring program and served on Management Certification Steering Committee and on Business Development Committee.

Developed and published the firm's Deliverables Based Development Methodology and established corporate methodology training. Created Resource Allocation and Management system and Project and Technology Collaboration systems. Secured and managed projects that included: multi-year project to redevelop a legacy mainframe software product for Retail Merchandise Planning, creating a multi-tier, scaleable application; architected multi-tier distributed object transaction system; distributed funds trading system; electronic commerce project that managed \$11 billion of e-commerce.

Joined Aston Brooke in advance of ICON's sale to AnswerThink.

THE APRIS CORPORATION**1989-1994****President and Founder, Malvern, PA**

Developed strategic business relationships with Retail and Manufacturing companies, including the production of their Strategic Directions. Received two Ben Franklin Technology Development Program grants. Produced a Retail Merchandise and Location Planning application and Automated Warehouse Management and Decision Support systems. In mid-1994 Apris' resources were joined with ICON Solutions, for whom Apris was a subcontractor.

CONCEPT SYSTEMS INCORPORATED ("CSI", later known as Uniquest)**1974-1989****Co-founder and Senior VP, Philadelphia, PA**

Co-founded and grew the Company to be largest enterprise systems company serving the Retail Industry. Products installed in medium-to-large retail chains and universities. Responsible for Research and Development, Custom Programming, Technical Services, Point of Sale and Product Management Departments.

Designed and developed all of the company's initial products as multi-dimensional relational database applications, and was responsible for all product development and support. Platforms included proprietary minicomputer products, IBM mainframes, UNIX, and PCs. Staffed, trained and managed over 120 professional staff in four offices. Built Hotline, Product Management, R&D, and Technical Services departments; managed the computer operations; evaluated and selected the development environment; wrote and met the annual product plan and co-wrote the Company's annual business plan. Developed a national distribution network for an intelligent data communications switch.

Served as Secretary on the Board of Directors; assisted in the successful acquisition and integration of AIS, Inc. Assisted acquisition of initial venture investment (\$2 million) in 1976 and secondary debenture (\$.75 million) in 1978.

Through a BellSouth-led investment, CSI became Uniquest in 1990.

PRIOR EXPERIENCE:**DATA CORP** (Subsidiary of INA, which is now CIGNA)**1972-1974****COMPUTER SCIENCES CORPORATION****1969-1972****INFORMATION SYSTEMS CORPORATION****1968-1969****DIAL DATA, INC.****1967-1968****US ARMY & ARMY RESERVES****1965-1971****RESEARCH ANALYSIS CORPORATION****1964-1965****EDUCATION:****MBA**, University of Maryland Robert H. Smith School of Business**BS**, Information Systems Management, University of Maryland**BSEE** (unfinished - 64 credit hours earned), Penn State University**PROFESSIONAL ASSOCIATIONS/CERTIFICATIONS**

Advertising Research Foundation (ARF); Cable Television Advertising Management (CTAM); National Cable Television Association (NCTA); The Interactive Television Alliance (ITA) working on new advertising technology standards; and The Advanced Media Committee of the National Academy of Television Arts and Sciences (NATAS), working on new media standards; National Retail Federation. Founding Member of the Information Systems Group and Advisory Board Member of the Marketing Group of the Technology Council of Greater Philadelphia. Received CDP from DPMA (1968); numerous technical certifications, including Certified Lotus Notes Developer (1995), certified Rational Objectory & Rose (1996/97). Active over time in ACM, APP, PUMA, PSDA, ORI, EXPO (Chairman), and Spectrum.

PUBLICATIONS

Partial List: e-Business Directions, AITP, 1999; *Client/Server Development*, Spectrum Magazine, 1996; *GUI or OOUI?* Spectrum Magazine, 1995; *White Paper on Open Systems*, NPUG Proceedings, 1993; *Cutting Bait Without Losing the Lure*, News and Review, 1992; *Open Systems Migration*, Spectrum Magazine, 1992; *Industry Standards*, Dict & Data Magazine, 1989; *Future Systems*, International Database Magazine, 1987; *A BASIC Primer*, Alcom Press, Princeton, NJ, 1969.

During active career, frequently served as a speaker at local & national association conferences: Examples: Keynote Address at the Electronic Retailers Association (ERA) Annual Conference (2006); IDBMA Annual Conference (1988).