

STUART L. CRAIG, Jr.

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OBJECTIVE

Opportunity to aid in growth and development of new business or new business direction for progressive firm. Experience with Start-up's, Venture Capital, Strategic Alliances, and Innovative Sales Strategies.

QUALIFICATIONS

Hunter - Able to penetrate the highest levels of target customer segments to develop interest and buy-off on a strategic relationship with these customers.

Consultant - Able to understand client issues and problems and present solutions to deal with them.

Strategist - Able to manage multiple buyers and buying influences.

Leader - Able to work together cooperatively and lead teams on both sides of the transaction.

Manager - Able to build and manage an effective, efficient organization.

- Building successful businesses in diverse industries
- Specialist in start-up and development of service and technology ventures
- Proven ability to analyze markets and identify linkage opportunities
- Experience raising investment capital
- International marketing experience; read and speak French
- A track record of exceeding goals
- MBA with concentrations in marketing and finance

ACHIEVEMENTS

Introduction of Tablet PC based electronic medical records (EMR) software. **Results:** Invited to present at the Annual American College of Cardiology Meeting to introduce new handwriting and voice recognition technology. Client invited to appear on CNBC discussion of EMR technology.

Preparation of research and business plans to launch Advanced Bioproducts Center for Commonwealth of KY. **Results:** Investment of \$19+ million with projected ROI of 20.6%.

Development and execution of plans to launch new business unit within publicly held information services firm. **Results:** Firm Established as major player in new, high growth market, with projected first year sales in excess of \$10 million for new unit.

Drafted and implemented financial, business, and market plans as founding executive team member for start-up digital imaging company. **Results:** Created profitable \$20 million company within four years; positioned company among top 20 in U.S. prepress sales within five years, with 20%+ return on total assets (ROTA).

Visualized potential applications for new communications technology. Created a market for a product not yet ready to roll out by selecting key players in the publishing and advertising sectors and "seeding" the market with working systems at low cost for initial six-month trial period. **Results:** Had 25 international system users under contract by end of the six-month launch.

Negotiated strategic alliances with equipment and service providers to meet customer needs that could not be fulfilled by start-up company alone. **Results:** Creative arrangement of contract and licensing agreements secured \$2.5 million investment in existing business, and alliances with key players in information management field.

Introduced the digital image archiving concept to the retail catalogue and advertising sectors. **Results:** Created new \$5 million market within one year.

Increased productivity of sales and marketing team by developing new incentives:

- To motivate sales force beyond low price/low margin sales, developed commission plan based on profitability. **Result:** Exceeded profit plan in first year, despite lower-than-projected gross sales.
- To move sales away from peak/valley work pattern, introduced commission bonus based on timing of work. **Result:** More balanced workload, with less overtime and out-sourcing noted within 6 months.
- To reduce time-consuming resales to clients, restructured commission plan to offer additional up-front commissions for extended contracts. **Results:** Multi-year contracts signed with key accounts.

EXPERIENCE

DIRECTOR, BUSINESS DEVELOPMENT

Cedara Software, Toronto, Canada

New business development for medical imaging company producing software for all major digital modalities including MRI, CT, X-ray, Ultrasound, Mammography, and Fluoroscopy.

BUSINESS STRATEGY & GROWTH CONSULTANT

Business Development Associates, LLC, Lexington, Kentucky

Founder of strategic planning, market and product development, and management consulting firm. Markets served include Pharma, Medical Device, Software, and Manufacturing.

DIRECTOR, ENTREPRENEURIAL VENTURE ORGANIZATION

Lexington Capital, Inc., Lexington, KY

Director of corporation formed to bring entrepreneurial leadership, venture capital funding and financial and management oversight to promising new and existing businesses in need of capital investment not provided by traditional financial institutions.

VICE PRESIDENT, SALES AND MARKETING

Magna-Graphic, Inc., Lexington, Kentucky

Member of management team for \$14 million prepress services firm; responsible for business development, technology assessment, marketing/sales, and reorganization of the customer service division.

VICE PRESIDENT, SALES AND MARKETING

Bertelsmann/Gruner+Jahr, PrepSAT Division, Franklin, Kentucky

Member of founding management team for \$20+ million U.S. division of international communications media firm; responsible for development of prepress services division, including business development, financial analysis (ROI, ROTA), technology evaluation, marketing and sales.

VICE PRESIDENT, SALES AND MARKETING

National Digital Corporation, New York, New York

Consulted on testing and development of new technology and services with startup digital imaging & communications firm involved in software development and systems integration; joined management team to identify market opportunities, initiate strategic alliances, raise venture capital, and build the business.

COMMERCIAL AND EDITORIAL PHOTOGRAPHER

New York, New York

Credits include *Newsweek*, *Time*, *The New York Times*, and *National Geographic*.

EDUCATION

MBA with emphasis in Marketing and Finance, Fordham University, New York, NY.

BA with a major in Psychology & Neurobiology, Washington and Lee University, Lexington, VA.