

## MAX M. MINKOFF

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### OBJECTIVE

To join and grow a committed, fast-moving, high-integrity early-stage team focused on bringing people-oriented products to market.

### EDUCATION

- MBA, Entrepreneurial Marketing & Operations, The Wharton School, University of Pennsylvania, Phila, PA, 2001
- MSE, Industrial Engineering - Human Factors/Virtual Reality, University Of Washington, Seattle, WA, 1993
- BS, Information Systems, Drexel University, Philadelphia, PA, 1989

### PROFILE

Wharton MBA and MSE Industrial Engineer with natural leadership skills and impeccable integrity, able to:

- Organize and direct multifaceted efforts
- Communicate complex subjects in simple terms
- Motivate teams toward a shared vision
- Find creative solutions to difficult problems

Extensive entrepreneurial experience includes:

- Concept to market product management
- Business planning and development
- Fundraising from angels to IPO
- Managing contract manufacturers
- Building and managing teams
- Public speaking

### ACCOMPLISHMENTS

#### Product Management and Development

- Identified, negotiated with, and managed partners at every step in the supply chain, including component suppliers, contract manufacturers, distributors, and retailers for multiple products.
- Identified and negotiated license agreements with technology and content partners.
- Designed, equipped, and managed in-house production facility, more than doubling previous throughput.
- Managed \$3.5 million budget, 16-member team in the development of consumer Virtual Reality hardware and software.
- Managed 20-member team in the development of large-scale multi-user Virtual Reality experience.
- Managed development of and co-designed cutting-edge academic Virtual Reality system software.
- Managed Applications Development team for *Transom Jack 2.0*, human simulation software.
- Created multiple Java online applications and MS-Access database applications.
- Lead 15-member multi-site system software deployment team.

#### Marketing

- Developed and implemented strategic plan for new cookie product, resulting in private label acceptance at Trader Joe's grocery stores and branded product distribution by Kedem, a global producer and distributor of kosher products.
- Created cost analyses and pricing strategies for several products.
- Performed various market and competitive analyses.
- Managed third-party software developer promotion and support team, generating over 200 registered major developers.
- Created successful packaging design and graphics.
- Created product and company collateral material, including product brochures and website.
- Managed company presence and created displays and booths for multiple trade shows.

#### Entrepreneurship, Fundraising and Business Development

- Represented company on 5-week international "road show" in preparation for \$15 million Initial Public Offering.
- Participated in fund raising efforts leading to over \$2.5 million in investments and bridge loans.
- Generated and negotiated \$500,000 publishing contract for online 3D computer game.
- Spoke frequently at industry conferences as product evangelist for Virtual Reality consumer hardware product.
- Developed advertising revenue initiative for online fantasy sports service.
- Developed multiple business plans, and evaluated business development opportunities.
- Provided strategic consulting for multiple early-stage ventures.
- Director, Wharton Business Plan Competition 1999-2000