

Mark W. Wilson
creative and technical!

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SUMMARY

Founded Initiatives consulting, LLC eight years ago to help clients craft commercialization strategies for patents and research that wish to become new products or companies. Have created business plans and marketing support materials, as well as provided road show coaching that has helped raise several million dollars of seed money and close one intrapreneurial sales deal valued at over \$100 million dollars.

Over 15 years experience solving the complex design and process issues required to launch new medical device products totaling over \$400 million in annual sales. Designed and installed \$12 million in custom equipment and tooling, managed groups of up to 70 resources and controlled expense budgets of up to \$3.5 million.

EDUCATIONAL BACKGROUND

RENSELAER POLYTECHNIC INSTITUTE

Troy, New York

Master of Engineering: Mechanical Engineering 1984
Bachelor of Science: Mechanical Engineering 1983

INITIATIVES, Founder and Principal

1997-Present

Focus:

Helping clients clarify the fuzzy front end of technology through creative use of idea filters, quick screens, and idea investigations, as well as moving technologies to the next stage through business plans that position their value, prioritize and organize actions, initiate development, and paint an engaging vision for investors and team members.

Clients include:

Ardesta (Avalon), Baxter Healthcare, Berkeley (UC), Concentrix, Discera, Elecsci, High Tech Rochester, Induction Atmospheres, Management Task Group, Micronics, Microtec, Olympus Medical, Pace Window & Door, Pathologics, Paychex, Reflexite, Rochester Institute of Technology, Sensicore, Sentry, State of Louisiana, Sutherland Group, Translume, University at Buffalo (SUNY), University of Rochester, Upstate Alliance for Innovation, University of Michigan, Xerox.

Highlighted accomplishments:

- Served as outsourced marketing department for a multi-million dollar nanotechnology start-up, including: naming, logo, collateral, trade show booth, sales training, road show presentations, customer targeting and pricing. Established Project Management Office for same.
- Finalized commercialization plans for 7 raw patents; 6 moved forward as start-ups, securing a total of over \$5 million in seed funding. Served as Interim CEO of university biosensor start-up.
- Assisted with numerous new product development and product management initiatives within existing companies to make go/no-go decisions, kick-off projects and complete milestones.
- Developed a methodology for converting complex, high-tech on-the-job experience into captured curriculum. Utilized this approach to centralize 6 call centers across the nation into one. Five-week training course has initiated hundreds of new call center representatives.
- Launched unique and intense “*Pre-Seed Workshop: for ideas that think they may want to become start-up companies.*” Built sales and presentation training that positioned scientists and engineers to raise funding and sell products. Created systems and analyses to target licensing, business acquisitions and sales calls.

PREVIOUS EXPERIENCE

OPKOR, Vice President, Operations **1996**

Responsible for all daily operational activities within seven-year-old, \$7 million polymer optics company: manufacturing, production planning, inventory control shipping/receiving and maintenance. Functional direction of over seventy resources on two shifts.

BAUSCH & LOMB

Program Manager, RGP (Rigid Gas Permeable) **1996**

Global oversight for coordination and prioritization of RGP contact lens projects.

- Transitioned Asian and Multifocal development programs and teams from Boston, MA to Rochester, NY.

Manager, Engineering Systems **1995**

Championed culture-changing systems for regulatory compliance, supply chain management, product development, electronic document control, Lotus Notes applications and business analyses.

- Gained ISO 9001 design control certification for \$150 million business in 9 months.

Manager, Tool Engineering and Manufacturing **1992-1994**

Direct accountability for \$3.5 million zero-net tooling group. Directed traditional tool room. Staff of 35 included section managers, engineers, technicians, skilled labor, and temporaries.

- Designed and built 100% of Bausch & Lomb's 1990's global contact lens casting equipment. Built full-scale prototype for high-speed, continuous motion system with 20-fold capacity increase as part of \$30 million next generation factory team.
- Established in-house precision manufacturing capabilities that produced micron tolerance optical parts for 80% less cost in 67% less lead-time than the previously outsourced components. Installed electroless nickel plating line.

BAXTER HEALTHCARE

Manager, Product Development **1991-1992**

Accountable for all technical aspects of 3 product families, produced in 4 manufacturing sites, totaling over \$300 million in annual sales. Responsible for the resolution of technical issues associated with new drug administration products and custom manufacturing automation.

Section Manager, SVP Container Development **1989-1991**

Coordinated development of injection molded medical device from concept to successful market launch. Created and implemented preproduction quality assurance for a new aseptically filled pharmacy product line averaging 25 million units and \$50 million in annual sales. Well versed with Statistically Designed Experimentation.

Principal Engineer, SVP Container Development **1987-1989**

Resolved design and process issues for 5 new drug products utilizing advanced technical tools: computer aided design, finite element analysis, mold flow, high-speed video, stereolithography, failure mode and effects analysis, temperature modeling, computer animation, microscopy, and surface science.

Senior Engineer, Process and Product Engineering **1984-1987**

Expatriate assignment at offshore manufacturing plant. Validated new products and processes. Implemented shop floor control systems for extrusion. Fluent in Spanish.

HOBBIES

Family, technical illustration, cartooning, literature, philosophy, fitness, video production, live and studio music.