

David Moody

EXPERIENCE

Principal / Founder, Jacksson David, LLC, February 2013 to present

- Leadership, organizational culture and entrepreneurial ecosystem development
 - Developing CEO Forum – Bring content, speakers, resources and leadership to a group of CEOs committed to sharing and solving issues with one another
- Project, risk and financial management, and pro forma development and analysis
- Strategic and product development planning
- COO services for emerging technology companies
- Teaching, training and public speaking
 - Teach Project Management courses as part of the University of Arkansas Global campus
 - Currently working with to local universities to teach business management and entrepreneurship
 - Currently working with the University of Arkansas Walton College of Business to develop a more robust Corporate Education program

COO, Innovis Labs, Inc., September 2013 to present

- Lead day to day operations including financial forecasting and management, insurance, contracts, human resources, investor relations, state incentive programs
- Advise co-founders on product development, business strategy and fund raising
 - Expect to close a \$450k seed round in the next few months

Startup Arkansas Champion, February 2013 to present

- One of six core leaders of a movement to increase and support entrepreneurship in Arkansas
 - Part of Startup America (now UP Global), a national organization supported by President Obama, privately funded and chaired by Steve Case, co-founder of AOL and led by Scott Case, co-founder of Priceline
- Use the internet and multiple social media channels to build a network of entrepreneurs, designers and innovators
- Develop online marketing and presentation material to promote entrepreneurship and innovation
- Mentor and advise startup companies
- Participate and support other startup activities such as Bar Camp, Startup Weekend, Hack-a-thons, Gone in 60 Seconds business pitch competitions and others

Startup / Emerging Company Mentor, Advisor & Investor, March 2012 to present

- Mentor to 35 plus startup technology companies participating in the ARK Challenge business accelerator and Mentor Camp (Halifax) a global mentor network
- Mentor and advise startup and emerging company founders regarding product and business model development, strategy and management

- Connect entrepreneurs to service providers, industry experts and others who can advise them on specific subjects
- Board member of the Arkansas Regional Innovation Hub, a business accelerator and maker space
- Member of Gravity II and Funds for Arkansas' Future investment groups that invest in Arkansas startup companies
 - Participate on due diligence teams to analyze specific investments and advise the membership on investment decisions

President / Co-owner, Winkelman Storage Battery, February 2011 to February 2013

- Led company transition from R&D through commercial product development
- Responsible for R&D, test lab setup, test protocols and product development
- Led marketing / sales, and development and execution of commercialization strategy
- Instrumental in producing \$500k in revenue through the sale of state tax credits and grant awards
- Researched and applied for state and federal grants and the EB-5 investment program to support continued R&D effort
- Along with CFO, responsible for financial management including P/L
- Prepared and presented marketing material to investors and potential clients
- Developed grant proposals and implemented state grants
- Participated in several print and radio interviews promoting the company

Deputy Director, Arkansas Energy Office, July 2009 to February 2011

- Led the development of the organization from a 5 person staff with a \$500k annual budget to a 14 person staff with a \$52M budget
- Developed the project management team with 4 direct reports and 5 support staff
- Led day to day operations in addition to a 9 person project management team responsible for developing project ideas, administering grants, designing marketing strategies and overseeing projects including the development and analysis of schedules, budgets, and performance metrics, and the management of multi-million dollar contracts
- Mentored and advised employees, and developed meaningful performance plans
- Developed and manage 17 energy projects including loan and rebate programs, industrial and residential energy efficiency projects, smart grid technology and innovative renewable energy projects
- Developed and maintained relationships with Arkansas Governor's Office, corporate executives and leaders in the energy field
- Made frequent presentations to energy executives, and industry and consumer groups
- Performed strategic planning in support of organizational development and state energy policy using SWOT and similar analysis and various software
- Met with diverse groups and key individuals to build support for energy policy and programs
- Participated in several interviews with print media and edited press releases promoting energy programs

Consultant, Leadership & Commercialization, Bell Consulting, April 2007 to July 2009

- Trained and consulted in the areas of organizational development, decision making and problem solving, risk management and leadership development for businesses, business owners and executives, and non-profit directors
 - Served as an executive coach for a national non-profit's new Executive Director focusing primarily on developing leadership skills
 - Spoke, taught and wrote on the various aspects of leadership development
 - Advised executives on leadership, team building, organization development and cultural change
 - Advised on the development of leadership and entrepreneurship programs for higher education
 - Developed and taught management courses for Southwestern Energy rig managers
- Worked with entrepreneurs, researchers and business incubators to bring technology to the marketplace by developing business plans, protecting intellectual property, and identifying funding sources
 - Worked with UAMS Bioventures to commercialize medical technologies

Insurance Agent, Steve Standridge Insurance, February 2005 to February 2009

- Insurance agent for a full service agency offering property, casualty, life and health coverage
- Developed and presented product sales and marketing material to customers
- Advised business owners, CEOs and CFOs regarding complex risk management cases in the construction, manufacturing and medical industries

Co-owner, DavidMarcus, Inc., February 2005 to December 2009

- Oak Street Paint in Conway began operation in October, 2004, Markham Street Paint in Little Rock began operation September, 2005
- Conway store showed a profit in 2005, combined stores profitable in 2007
- Combined sales near \$1m after just two years of operation
- Helped manage a staff of two store managers and two support personnel
- Developed marketing material, helped stage store displays and floor plan
- Oversight of store finances and inventory

Vice President, First Security Insurance, LLC, July 2003 to February 2005

- Worked closely with bank management to integrate property and casualty, group benefits and financial planning services into the third largest bank in Arkansas
- Advised business owners and executives regarding risk management
- Developed marketing strategies to reach bank customers with insurance products
- Worked with bank locations in two major markets in Arkansas
- Managed ten insurance employees in two locations and served as lead producer
 - Developed performance plans, advised and mentored employees
- Worked closely with bank loan officers and their commercial loan customers

Foundation Chairperson, University of Central Arkansas Foundation, 2003-2005

- Served two consecutive terms as Foundation chairperson
- Led the effort to transform the Board from custodial to proactive fund raising
- Foundation assets increased from approximately \$12M in 2003 to \$18M in 2005
- Foundation assets increased again in 2006 primarily due to a bond issue executed during my tenure to purchase a \$12M student housing complex. Revenue from the bond issue was estimated to yield approximately \$2m to the Foundation.
- Helped lay the groundwork for the university's Centennial Campaign that ultimately raised over \$20M

President / Co-Owner, First Arkansas Insurance-Cabot, LLC, 1998 to 2003

- Led an independent insurance agency startup
- Increased written premium from \$0 to \$2M with a one person staff
- Used strategic partnerships to expand the typical products offered by property and casualty agents to include financial planning, life insurance, annuities and healthcare

President and Founder, Innovative Corporate Solutions, Clearlake, TX, 1996 to 1998

- Founded a consulting company focused on aerospace industry project management and general business consulting
- Used knowledge of space hardware/software design and production processes to perform independent budget and schedule analysis for NASA's International Space Station program managers
- Used cutting edge personality profiling technology to help businesses hire and keep top performers and develop leaders

Senior Program Analyst, NASA/JSC Space Station Program Office, 1994 to 1996

- Managed independent assessment team analyzing multimillion dollar budgets and complex schedules for Space Station hardware/software development
 - Presented and defended recommendations made to Space Station Program Manager and executives regarding schedule and budget problems and solutions
- Developed cost sharing formulas for the International Partner (space agencies of Europe, Japan, Canada and Russia) agreements
- Served on the NASA team negotiating the \$400M International Partner contract with Russia
- Worked with multi-disciplinary technical teams to solve problems

Aerospace Consultant, Vision Analytics, Houston, TX, 1992 to 1994

- Performed feasibility studies and independent analysis of budgets and schedules for NASA's Space Station hardware/software development and Shuttle programs
- Developed in-depth knowledge of space hardware/software design and production processes, their associated costs and the variables that impact development
- Identified key performance metrics to measure the performance of flight hardware and software development in order to identify problems and develop solutions
- Participated in several long range, strategic planning efforts investigating and analyzing the feasibility of new space vehicle development and programs

Program Analyst, NASA Kennedy Space Center, 1984-1992

- Developed and tracked budgets and schedules for NASA's Space Station, Shuttle and Spacelab programs including small SBIR/STTR funded projects
- Prepared the \$1B Kennedy Space Center budget and presented monthly performance reports to the Center Director and executive management team
- Served as Spacelab program budget analyst at NASA HQ in Washington D.C. and helped integrate NASA's \$15B budget proposal
- Participated in multiple special purpose, multi-disciplinary teams to solve problems or take advantage of unforeseen opportunities
- Selected among 250 graduate students nationwide to enter federal service via the *Presidential Management Internship*, an accelerated management training program

EDUCATION

- MA, Public Administration, University of Houston, 1984
- BS, Honors, Public Administration, University of Central Arkansas, 1982
 - Student athlete, baseball, 1979-80
 - Student Government President, 1981
- Henderson State University, 1978-79 – transferred to UCA after one semester
- Honors Graduate, White Hall High School, 1978

ACTIVITIES and INTERESTS

Devoted husband (30 years) and father, writer, drummer, public speaker, volunteer with The ARK Challenge (mentor to entrepreneurs), Gravity Ventures II and Funds for Arkansas' Future investor, EAST (education non-profit - current Board member), Tyson Center for Faith and Spirituality at Work, Work Matters, Arkansas Capital Corporation's entrepreneurship programs, Metro Little Rock Alliance – former chair of the Website and Entrepreneurship Committees, Cabot Chamber of Commerce President, 2002, Juvenile Diabetes Research Foundation volunteer

CONTACT INFORMATION

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*** References available upon request*