

Richard Genzer

24 E. Newfield Way • Bala Cynwyd, PA 19004 • 610-617-0520
rick@genzer.com • http://rick.genzer.com/

Summary

Richard has been involved in business leadership and technology since 1986 with roles ranging from software engineer to executive vice president and CTO. He has performed functions in software development, product & project management, online services, business development, financial services, monetizing web-content, electronic commerce and various broadband applications. A skilled leader, public speaker and technologist, Richard has been fortunate to be an early team member in four entrepreneurial ventures. Today, Richard runs a successful consulting practice leveraging skills learned from his many years as an entrepreneur. His consulting services include but are not limited to:

- Technical & corporate due diligence
- Business plan generation/analysis
- Technology Strategy
- Management Consultation
- Product & Project Management
- Outsource Process Management

Current

- *consultant*
- *advisor*
- *educator*

Current Engagements

- Providing strategic and/or technical guidance as a consultant to area firms
- Ben Franklin Technology Partners – Technology Advisory Committee member
- Adjunct Instructor for Temple's Fox School of Business and University of the Arts (Phila.)
- Volunteering for area economic development initiatives

TNCi

- *senior mgmt*
- *broadband technologies*
- *business development*

Executive Vice President & Chief Technology Officer

2000 – 2001

Philadelphia, PA

The Network Connection, Inc. (NASDAQ: TNCX) – targeting hotels, cruise ships, long-haul passenger trains and corporate training/education – deploys systems with a distinctive blend of entertainment and information. TNCi provides many features including digital video-on-demand, access to a variety of connectivity services, Internet on the TV, on-demand audio, educational products, training materials and much more. Richard's responsibilities included:

- Strategic direction setting
- Technology and corporate leadership
- Business development

InteliHealth

- *senior mgmt*
- *e-commerce*
- *web content*
- *Webby® Award*

Chief Technology Officer & Director of Business Development

1996 – 1999

Blue Bell, PA

InteliHealth – a joint venture between Johns Hopkins University and Health System and Aetna US Healthcare – provides consumer health information, health-related products and diverse services delivered using a variety of media including the World Wide Web. Richard joined the company 2 weeks after it was incorporated in February 1996. During his 3.5 year tenure, he was responsible for everything technical. This included:

- Corporate infrastructure
- Production systems
- Software development

Beyond his technology focus, Richard's leadership was expanded with a promotion to head InteliHealth's content distribution area. The distribution department is responsible for identifying and cultivating partnerships. His responsibilities included:

- Business development
- Prospecting and sales
- Contract negotiation

Reality Online	Chief Technology Officer
<ul style="list-style-type: none"> • <i>senior mgmt</i> • <i>software development</i> • <i>product mgmt</i> • <i>brokerage & finance</i> 	<p>1989 – 1996 King of Prussia, PA</p> <p>Reality Online pioneered the concept of financial services geared exclusively to the individual investor. During Richard’s 7 year tenure, he worked his way from an entry-level technical lead to chief technology officer. Along the way, he worked on projects with large and small corporations, was involved in the earliest stages of commercial online services, managed multiple technical projects, ran an engineering department of 40+ engineers, lead a team of product managers and ran the QA department. Skills cultivated here included:</p> <ul style="list-style-type: none"> • Hands-on engineering & executive-level management • Product management • Executive committee, board meetings, budgets, contract negotiations
Cricket Software	Technical Team Lead
<ul style="list-style-type: none"> • <i>project management</i> • <i>software development</i> • <i>product management</i> 	<p>1986 – 1989 Malvern, PA</p> <p>Cricket Software was a ground-breaking software development company that was among the first to develop computer graphics applications for both the Macintosh and Windows computer platforms. These included Cricket Graph, Cricket Draw and Cricket Presents. These applications were brought to the early versions of Microsoft Windows 1.xx & 2.xx operating systems. Richard was involved in many facets of technology including Macintosh development, Windows development, software design, engineering management and eventually product management. Skills cultivated here included:</p> <ul style="list-style-type: none"> • Software design • Engineering & software project management
NSWC	Electrical Engineer
<ul style="list-style-type: none"> • <i>electronics</i> • <i>management</i> 	<p>1983 – 1986 Silver Spring, MD</p> <p>Richard worked as a co-op and full time employee at Naval Surface Weapons Center – a Defense Department laboratory specializing in naval ordnance.</p>
Temple Univ.	Adjunct & eBusiness Fellow
<ul style="list-style-type: none"> • <i>adjunct</i> • <i>fellow</i> 	<p>2001 – present Philadelphia, PA</p> <p>At the Fox School of Business, Richard conceived of and has successfully taught a new course on innovation. His is currently active in teaching both undergraduate and graduate courses and was inducted as a fellow in eBusiness Institute in early 2001.</p>
Univ. of the Arts	Adjunct Instructor
<ul style="list-style-type: none"> • <i>adjunct</i> 	<p>2004 Philadelphia, PA</p> <p>Richard teaches a class on economics and general business in the liberal arts college.</p>
Public Speaking	Various
	<ul style="list-style-type: none"> • Guest lecturer for three sessions as part of a lecture series conducted by b3 magazine called the b3 Networking Conferences in the months of January through March of 2000 • Panel member in a number of financial seminars while working for Reality Online • For seven years, Richard has been involved in teaching decision making skills to prison inmates under a program called Thresholds of Delaware County
Education	B.S. Electrical Engineering, University of Maryland
	<p>1986 Graduate College Park, MD</p> <p>While attending the university, Richard was involved in their co-operative education program in conjunction with his studies in electrical engineering.</p>