

Contact

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Top Skills

Strategy

Business Strategy

Contract Negotiation

Publications

"AI: Windows of Opportunity in Office Automation" (chapter)

Patents

Optically Enabled Hybrid
Semiconductor Package

Gary Moskovitz

CEO Executive | Board Member | Advisor | Turnarounds | Special Situations | Start-ups | University Adjunct Faculty Member | Mentor
Camarillo

Summary

Gary's Career Highlights:

- Have provided executive leadership to extensive list of differentiated public and private companies. Unique experience portfolio spans a breadth of industries, products, services, manufacturing operations, channels of distribution and technologies.
- Industries served include advanced technologies, industrial, construction, consumer electronics, cosmetics and skincare, information technology, media creation/broadcast and telecommunications.
- Products developed and marketed included 3D printing systems, artificial intelligence systems, fiber optics components, voice mail systems, consumer video game consoles/software titles, construction/lighting/power generation equipment, natural cellulose nanomaterials, remittance processing equipment, computing systems and video recording/editing equipment.
- Company revenues ranged from pre-revenue to \$310 Million with employee populations from 4 to 1000.
- Raised multiple financings, executed various restructurings and 6 successful exit transactions.

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Experience

California Lutheran University
Adjunct Faculty Member- School of Management
October 2019 - Present (2 years 1 month)
Thousand Oaks, California

Teaching assigned classes to full time, graduate students in CLU's School of Management MBA programs.

Moskovitz Inc.

Managing Partner

March 2015 - Present (6 years 8 months)

Greater Los Angeles Area

A Los Angeles- based consultancy for technology enterprises.

Primary focus: Interim/fractional management solutions for technology-based companies in special situations.

CEO-Level Executive | Board Member | Advisor | Turnarounds | Special Situations | Start-ups | Mentor | Volunteer

Please contact me if we can be of service.

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FreeWire Technologies

Board Advisor; Member, Board of Directors

June 2015 - December 2018 (3 years 7 months)

San Leandro, California

FreeWire Technologies builds future-proof power solutions that transcend the limitations of existing infrastructure to meet customers' growing needs for rapid, cost-efficient power – wherever it's needed. With FreeWire's infrastructure-light EV charging and mobile power solutions, FreeWire customers can tackle new applications and deploy new business models without the complexity of traditional energy infrastructure. FreeWire's Mobi Charger product line offers mobile EV chargers that can be quickly deployed to shift with the rapidly changing EV landscape. FreeWire's Mobi Gen product line offers clean and quiet on-site power to substitute or supplement the use of diesel generators for a variety of remote power needs.

FreeWire Technologies was founded in February 2014 and is headquartered in San Leandro, California with satellite offices in Honolulu, Los Angeles, and London.

Anomera Inc.

Advisor; CEO, President, CFO, Treasurer and Member, Board of Directors

August 2015 - August 2018 (3 years 1 month)

Montreal, Quebec and Mississauga, Ontario Canada

Anomera™ is an advanced, cellulose-based materials sciences company that makes naturally sourced cellulose products. With a proprietary and eco-friendly manufacturing process, raw materials from renewable forest resources are converted into specialty, natural cellulose products- targeted as ingredients for use in the multi-\$Billion global markets for cosmetics and skin care products, high performance pigments, coatings and composites.

\$3M USD equity financing raised and \$XM non-debt/non-equity cash accessed.

Strategic relationships with Xerox Research Centre Canada, Green Centre Canada and 2 global leaders in premium cosmetics and skin care and forest products technologies.

Multiquip Inc.

COO, President and Member, Board of Directors

2009 - 2015 (6 years)

Carson, California

A top tiered, "mid-market"-sized subsidiary of Tokyo, Japan-based Itochu Corporation (\$54 Billion revenue in 2014), Multiquip Inc. one of the largest, most diversified equipment manufacturers and suppliers of world class quality products and solutions for the construction, industrial, telecom, government, non-commercial, aerospace, entertainment, and oil and gas exploration markets.

Multiquip's comprehensive product portfolio of capital equipment encompasses light to medium construction equipment, power generators and lighting.

Servicing channel and end user customers worldwide, Multiquip distributes its products in more than 70 countries via thousands of authorized distribution partners, primarily North America's largest national/regional/local equipment rental and retail sales companies.

Company and affiliate operations are based in Carson, California; Boise, Idaho; Lewisville, Texas, Danville, Kentucky; Honeybrook, Pennsylvania, Laval, Quebec; Pueblo, Mexico; Manchester, United Kingdom; Shanghai, China.

Recruited by Itochu International, North American parent of Multiquip, as Director of Operations on 90 day loan to Multiquip. Promoted to newly-created position of Multiquip's President and Chief Operating Officer September 2009.

Managed the creation and successful, multi-year execution of a very significant turnaround and return to multi-year sustained growth and profitability.

Reflex Photonics

CEO, President, acting CFO and Member, Board of Directors
2004 - 2009 (5 years)

Montreal, Quebec Canada and Mountain View, California

Recruited by venture investors as founding CEO. Reflex Photonics was an early stage, advanced technology leader in the field of parallel, very high speed, electro-optical interconnectivity solutions for data transfer and semiconductor packaging solutions.

Coordinated research and development activities and business plan refinements leading to very significant leverage of core technology for extremely broad market applications.

Closed several seed, Series A and follow-on venture financings; several debt financings.

Closed additional follow-on financing and Series B.

Managed infrastructure and distribution partner expansions, product development and commercial rollouts of initial and follow-on product lines.

Opened US operations in Mountain View, California.

Lumenon Innovative Lightwave Technology

CEO, President, acting CFO and Member, Board of Directors
2001 - 2003 (2 years)

Montreal, Quebec Canada

Recruited to manage the commercial launch of this \$2.2 Billion market cap (2000), three-year-old development stage, fiber optics technology company. Lumenon (NASDAQ:LUMM), the US public parent through its LILT Canada wholly owned Canadian operating subsidiary, was an advanced photonic materials science and patented PHASIC™ process organization that designed,

developed and anticipated manufacturing optical components and devices in the form of compact hybrid glass/polymer circuits on silicon “chips”.

Broadened future growth direction by strategically refocusing 200 person company from concentration on the high volume production of passive optical components to that of the long-term development and manufacturing of standard and custom multi-functional, integrated planar solutions.

Dramatically accelerated completion of initial product development tasks by restructuring skill mix and enhancing internal management processes; Reduced monthly cash burn rate from \$4 million CDN (\$2.8 million USD) to a consistent level of about \$1 million CDN (\$0.7 million USD) within first 60 days.

Successfully strengthened financial situation of company by renegotiating existing toxic convertible notes into significantly more favorable agreements and managed comprehensive series of projects for raising additional financing.

Gained initial customer traction by signing product co-development and distribution agreements with Northrop Grumman.

Set direction for significant future manufacturing cost reductions by signing strategic advanced technology arrangements with automated robotic testing systems and advanced chip packaging partners.

Leveraged significant tax loss carry forward to effect reverse merger resulting in creation of large natural resource exploration corporation in Calgary, Alberta, Canada.

Helisys Inc.

CEO, President and Member, Board of Directors

1998 - 2000 (2 years)

Carson, California

Recruited by lender to manage the turnaround of this public, 3D Printing technology pioneer. Helisys (NASDAQ:HELI), via a proprietary laser-based, laminated object manufacturing (LOM) technology, developed and manufactured automated systems for creating physical models, industrial patterns, molds and product prototypes directly from three dimensional CAD designs.

Resized company's operations and financial viability, at its \$25 Million revenue/150 employee level, via 60% operating expense reduction and improved internal processes.

Strengthened balance sheet by raising new round of preferred stock financing, sale/lease back of corporate headquarters facility and successfully resolving bank debt issues.

Raised significant non-equity financing by signing technology and manufacturing license agreement with Toyoda Machine Works of Japan and in similar negotiations with Daimler Chrysler for a long term, co-development project and technology licensing agreement when Helisys was taken private.

Quintar Company
COO and Executive Vice President
1992 - 1998 (6 years)
Torrance, California

At the request of CEO and investors, managed the rapid expansion of this venture capital-backed company whose electronic module and standalone systems product lines, based on value-added software technologies, accelerated and enhanced the workflow between desktop workstations and high performance monochrome and color printer/copiers.

Strategically refocused company from one of a strictly OEM, generic supplier to one of a unique "best in class" developer of embedded technologies, as well as a leader in the emerging digital, network-based, color image server market niche, driving sales to \$12 Million level.

To enhance future growth potential, while also raising visibility for future M/A opportunities, developed three critical strategic relationships including a technology development partnership with Adobe Systems, a technology licensing/manufacturing partnership with Motorola Computer Systems and a distribution/equity partnership with Danka Industries.

Raised three additional rounds of financing.

Managed merger with Splash Technology (NASDAQ:SPLH), which acquired Quintar in May of 1997.

Lead consolidation of Quintar into Splash as Executive Vice President of Embedded Systems Division.

Personafile, Inc.

CEO, President and Member, Board of Directors

1991 - 1992 (1 year)

San Jose, California

Requested by investors for this interim assignment to manage a venture capital-backed start-up that had encountered severe technical performance and corporate credibility issues. Personafile provided resume-related, document processing subscription services for automating the information management process of recruiting employees. A supporting Windows-based, desktop software product incorporated optical character recognition, image processing, full text search, retrieval and relational database technologies.

Managed strategic re-evaluation of existing systems architecture and implemented revised development and business plans; initiated follow-on programs for product development completion, alpha/beta testing, lead qualification and sales and marketing programs.

Successfully acquired five revenue-producing beta customers.

Raised second and third rounds of financing and positioned company for commercial launch.

Genesis Electronics

CEO, President and Member, Board of Directors

1989 - 1991 (2 years)

Sacramento, California Area

Recruited to manage the refocusing of this venture capital-backed telecommunications company. This 125-person company's voicemail-based products were distributed by a national supply organization, several major international telecommunications organizations and over 100 distributors and VARs.

Developed a comprehensive strategic/tactical plan while restructuring organization for improved efficiencies and elimination of past cultural dysfunction. Targets of business focus included product reliability, distribution partner, end user and employee satisfaction and balance sheet management;

Secured sixth round of financing and bank line of credit.

Managed merger with Microlog Inc. As President of the combined Distribution Operations Division, managed resultant consolidation of Genesis into Microlog.

Bell and Howell/Business Data Products Division

President

1987 - 1988 (1 year)

Greater Los Angeles Area, California

After acquisition of Bell and Howell COM Division assumed overall P/L responsibility for managing this \$32 million, 250-person division. Products included networked document processing systems, software, supplies and services sold primarily to financial services and utility customers.

Reduced operating expenses by 35%, improved product gross margins by 40% and significantly improved customer systems acceptance through restructured management and departmental processes.

Turned division profitable for first time in 3 years, increasing order backlog from \$1.5 million at arrival to \$15 million at departure.

Named chairman of Bell & Howell corporate task force on electronic imaging systems and selected to manage resultant corporate electronic imaging business unit.

Managed sale of division to Trans Technology Corporation for 100% premium above goal.

Bell and Howell/COM Division

President

1986 - 1987 (1 year)

Greater Los Angeles Area, California

Recruited to assume operating responsibility for this \$45 million, 300-person fully integrated manufacturing, marketing, sales and service division. Products included COM (computer output on microfiche) systems, software, supplies and services marketed to Fortune 500 and "service bureau" customers.

Turned division profitable and cash flow positive for first time in 5 years.

Managed sale of division to private investor for 60% premium above goal.

Xerox Corporation/Artificial Intelligence Systems Division | closely affiliated with Xerox PARC

General Manager

1984 - 1986 (2 years)

Pasadena, California and Palo Alto, California

Selected to restructure and grow this advanced technology organization that globally marketed specialized software development and delivery workstation systems, software products and services for artificial intelligence-based applications.

Quadrupled annual sales level to \$20 million and achieved profitability through development and implementation of new strategic plan.

Expanded organization from 35 people to over 200, located in Pasadena and Palo Alto, California and in 20 sales offices.

Managed marketing/technology relationships with Xerox in Canada, Rank Xerox in the United Kingdom and Europe, Siemens in Germany and Fuji Xerox in Japan.

Increased customer base from 75 to 300, with units installed increasing from 400 to over 2000 systems. System backorders exceeded 1500 units at departure.

Member, Xerox Corporation University Grant selection board.

Mattel, Inc.

Director of Marketing

1981 - 1984 (3 years)

Hawthorne, California

Joined key management team that grew Mattel Electronics annualized revenues from \$100 million to \$550 million in 18 months. Had brand management responsibility for new Intellivision videogame hardware products and systems, related software titles and special businesses.

Developed hardware and software products for the 1983 Intellivision line, including computer, electronic music and videogame peripherals, with sales of \$62 million.

Directed marketing and engineering programs to develop two new hardware lines, with over twenty new software titles, for the 1984 Intellivision line.

Managed "Synsonics" product line of electrical musical instruments and portable electronic games product lines, with sales of \$18 million in 1983.

Developed corporate strategy for emerging new multimedia technologies including teletext, videotext and software downloading.

Managed liaison with "PlayCable" joint venture with General Instrument (a cable television-delivered, video game service) and several "home banking" projects.

RCA Corporation, Broadcast Systems Division

10 years

Director of Product Management, Electronic Recording Equipment
1976 - 1981 (5 years)

Camden, New Jersey

Promoted and assumed product line responsibility for managing this \$70 Million worldwide business unit.

Negotiated Division's first OEM agreement resulting in three year sales of \$50 Million and a doubling of the domestic market share

Product Manager, Electronic Recording Equipment
1971 - 1976 (5 years)

Camden, New Jersey

Following six-month, RCA Corporate marketing training program for selected MBA graduates, internally recruited to manage broadcast videotape recorder product lines with yearly sales of \$20 Million.

Developed the industry's first microprocessor-based, electronic SMPTE time code editing accessory.

Managed the development and introduction of a new videotape recorder product line that captured 50% of the global market, with three year sales of \$75 Million.

Key member of the pioneering 1975 RCA Corporate delegation which presented the first technical seminar on color television to the governing television body within the Peoples' Republic of China,

Education

University of Pittsburgh, Katz Graduate School of Business
Master of Business Administration (MBA), Marketing; International
Business · (1969 - 1970)

Carnegie Institute of Technology, Carnegie Mellon University
Bachelor of Science (BS), Electrical Engineering · (1965 - 1969)