

“Experience – Education – Common Sense”

Craig A. Schmidt
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STRENGTHS

- Multi-discipline background: Operations, engineering, marketing and legal.
 - Working the seams: Cross-functional team integration and management.
 - New ventures: Extensive experience in mobile, networking and enterprise.
 - Hands-on management: Corporate, product, program, engineering and alliances.
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BACKGROUND

- Director-level experience in large corporations, medium-size corporations, and small corporations that have been successfully sold, merged, and/or continue to operate.
- Significant domestic and international experience in operations, marketing, program management, business development, strategic alliances, engineering and legal.
- Industry background in mobile, networking, semi-conductors and peripherals.
- Technical background in hardware, software and smartphones.
- Client background in consumer, enterprise, government, medical, education and sports.
- Recognized industry speaker on panels, in print, radio, TV and on the web.
- Honored with over 20 industry awards and over 50 successful product reviews/launches.
- Five+ years of merger, acquisition, incorporation, and shareholder-related experience.
- Successfully lead the litigation efforts necessary to prosecute/defend numerous Federal and international court cases, participated in the preparation of three patent-related requests for reexaminations and secured various trademarks and copyrights.
- Bachelor of Science degree in Computer Science (BSCS), Masters of Business Administration degree (MBA), and Masters of Science (MS) credits in Engineering.

WORK EXPERIENCE

IntelliGolf, Inc.
CEO/Chairman of the Board

1998 – Current
Sacramento, CA

As one of the early pioneers in mobile software industry, and arguably the first company to utilize a mobile, desktop and cloud model, Schmidt served as one of the company's Vice Presidents, then President, now CEO and Chairman of the Board. All positions were/are very hands-on and involve many day-to-day decisions that directly influence the company's success to this day.

During Schmidt's tenure, strategic partnerships were forged with leading manufacturers, carriers, resellers, and OEMs. These included Google, Microsoft, HP, Blackberry, Nokia, Motorola, Samsung, DeLorme, AT&T, and Orange among others. With customers in 125+ countries, and up to 1 million hits per month on the associated web sites, the *Intelli-brand* and *Pocket-brand* names have become some of the most recognized in the mobile software arena. Operations, engineering, marketing, sales and legal reported to Schmidt. Schmidt participated in numerous speaking engagements, industry panels, TV, radio, and web interviews that lead to over 20 industry awards.

Schmidt has also been very involved in local water rights issues as the people's representative (www.FixEID.com). Recently, Schmidt was asked to run for State Assembly but decided to support local ratepayers in their quest for fair and equitable treatment as an EID Board Director, Division 3.

Walker, Richer, and Quinn, Inc. (WRQ)
Director / Business Unit Manager

1994 - 1998
Seattle, WA

Responsible for the profit/loss management of WRQ's Network Access Management (NAM) and Reflection Network Series (RNS) business units. These units integrated wireless/wired networking technologies, firewall technologies, and web technologies to provide increase performance, privacy and protection for corporate enterprises worldwide. Variations of direct/matrix management were involved covering marketing, engineering, sales, support and manufacturing. Numerous speaking engagements, panels, and press tours were conducted by Schmidt. RNS revenues grew from \$5M to \$60M annually under Schmidt's leadership. With over 6 million users worldwide in the semi-conductor, health care, government, and natural resource industries, WRQ was the 17th largest software company in the United States prior to being sold to the Francisco Partners.

AGE / Doctor Design, Inc.
Vice President

1989 - 1994
San Diego, CA

AGE and Doctor Design jointly developed software/hardware solutions for the semi-conductor, networking, and imaging marketplaces. Offerings included embedded controllers, ASICs, networking cards and associated software. Direct reporting functions included product management, channel management, business development, and marketing communications. Extensive product definition, positioning, packaging, pricing, and business development were required. AGE and Doctor Design were successfully sold for \$21M and \$17M respectfully.

Office Automation Systems, Inc.
Vice President

1987 - 1989
San Diego, CA

Directed a staff of twenty-five product marketing, marketing communications, program management, sales training, customer service and order processing personnel. Products included a wide range of laser printers and graphics (semi-conductor) controllers. This position included the development of new product and program offerings including reseller incentive programs, advertising, public relations and trade shows. Channel experience included distributors, resellers, OEMs, major accounts, domestic and international governments. During Schmidt's tenure, revenues grew from \$10 million to \$22 million.

Computer Associates (CA) / Broadcom
Director / Mergers & Acquisitions

1986-1987
New York, NY

Responsible for the marketing and integration management of CA's Applications Software Group. Schmidt lead a staff of senior product-line managers that participated in the evaluation, integration, planning, and management of numerous mergers and acquisitions by CA. Additional responsibilities included the matrix management of sixty engineering, quality assurance, and documentation personnel. During Schmidt's tenure these product lines grew over 300% and contributed substantially towards CA's \$100 million to \$800 million rapid M&A expansion. CA continued to grow to over \$4 billion in annual sales and was recently sold to Broadcom for \$18.9 billion.

Hewlett-Packard (HP)
Group Product Manager / Engineer

1978-1986
Palo Alto, CA

Achievements included directing the cross-divisional marketing and channel activities for six of HP's LaserJet and DeskJet printer, plotter, and disk drive Peripherals Group (PG) divisions. This included four domestic and two international (Europe/Asia) operations. Schmidt directly supervised a department of senior product/program managers responsible for conducting product portfolio analysis, product naming, consumables design and packaging, competitive analyses, and the implementation of HP's marketing programs. The department was chartered with developing HP's Five-year Peripherals Group Business Plan. Peripheral Group revenues exceeded \$1.2 billion during Schmidt's tenure. Of particular note, Schmidt envisioned and wrote the first driver that allowed HP peripherals to connect to non-HP computers (e.g. Apple, IBM, etc). While commonplace now, that influenced HP's Executive Committee to approve the selling on HP peripherals on non-HP computer systems and the promotion of Schmidt to Group Product Marketing Manager. Other positions held within HP included Channel Development Manager, Customer Support Manager, Senior Product Manager, Product Engineer, Senior Programmer Analyst, and Software Engineer.

EDUCATION

Master of Business Administration (MBA) San Diego State University	1982
Master of Science (MS) credits - Engineering/AI (NRO) Stanford University	1979
Bachelor of Science (BSCS) - Computer Science California State University, Chico	1978
