

# BARRY PATRICK PARSONS

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## SENIOR MANAGEMENT EXECUTIVE

President • Chief Executive Officer • Managing Partner

Start-Ups • Turnarounds • High Growth • B2B • Global Multi-Site Operations

- **Serial entrepreneur with 20+ years' experience launching and shaping successful organizations;** created and sold 5 businesses; built companies and divisions in 25 countries on 5 continents.
- **Success accelerating sales 700+% in just 5 years;** track record for building global business pipelines, driving new business initiatives, exceeding profitability targets, and improving operational efficiencies.
- **Diverse management profile with solid organizational leadership competencies** with a Fortune 500 company, a global "big 4" accounting firm, and several small cap firms and non-profits.
- **Turnaround expert and catalyst for change;** perform operational audits, evaluate/reverse cost-bleeding, and implement brand awareness/public relations campaigns to transform struggling entities into leaner, more operationally-savvy organizations.

## CORE COMPETENCIES

- |                                     |                                     |                                 |
|-------------------------------------|-------------------------------------|---------------------------------|
| ▪ Business/Venture Development      | ▪ Strategic Global Expansion/Growth | ▪ Business/Pipeline Development |
| ▪ Strategic Planning/Implementation | ▪ Board Leadership and Management   | ▪ Deal Structuring/Execution    |
| ▪ Acquisitions and Exit Strategies  | ▪ Global Product Management         | ▪ Market Analysis/Segmentation  |
| ▪ Infrastructure Development        | ▪ OEM/Global Sourcing               | ▪ Budgeting/Forecasting         |
| ▪ Operations Management             | ▪ Agreements/Licenses Negotiations  | ▪ Presentations/Public Speaking |
| ▪ Channel Development/Acceleration  | ▪ Technology Integration            | ▪ Talent Acquisition/Retention  |
| ▪ Product Positioning and Branding  | ▪ Vertical Solutions Selling        | ▪ P&L Management                |

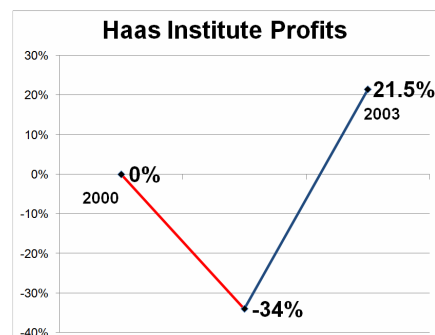
## CAREER SUMMARY

### FOUNDER & MANAGING PARTNER, ATHENA VENTURES, Austin, TX

2001 to Present

*Act as interim President and CEO, Business Consultant, Advisor, and Board of Directors member to portfolio of global technology and social purpose businesses.*

- Reversed 34% decline in product profits to an increase of 21.5% with hundreds of thousands of dollars in new revenues and gross margins exceeding 87% by restructuring operations, marketing, and business development efforts and fostering new alliances in Asia. (*Marketing Consultant, The Haas Institute*)
- Elevated operating cash reserves from six month to two-year reserve representing a 418% gain in 16 months. Decreased operating costs by 25%; eliminated non-performing assets and fundraisers, recruited the first corporate sponsors, solicited inaugural foundation grants and grass-roots fundraising campaigns, and increased national volunteer hours by 800%. Launched national re-branding campaign that culminated in winning the *Volvo for Life* award and national publicity for the founders on the CBS Early Show. (*Interim President & CEO, Helping Hands for ALS*)



### PRESIDENT & CEO, SONIC SOFTWARE, Austin, TX (sold to HTT Software in 2001)

1999 to 2001

*Created the vision for and launched B2B software firm specializing in customized solutions for on-line businesses. Established seven U.S. sales offices and propelled sales to \$9M in 18 months. Staff: 95; Budget: \$18M*

- Raised \$33M in venture capital funding from top-tier VC firms, despite operating in a dot.com burst economy where venture capital funding was scarce; acquired \$28M of the total \$33M at double the valuation of the first round pre-bubble's price.
- Honored with PC World's *Top Emerging Companies* award, the *Upside's 100*, and Forbes Magazine's *8 Top e-Business Innovations*. Earned distinction as "the top employer" in Austin for software developers.
- Achieved six and seven figure contracts with over a dozen global Fortune 100 e-customers and built partnerships with scores of global resellers despite company's newcomer status.

**DIRECTOR, GLOBAL BUSINESS DEVELOPMENT, XEROX, Austin, TX****1997 to 1999**

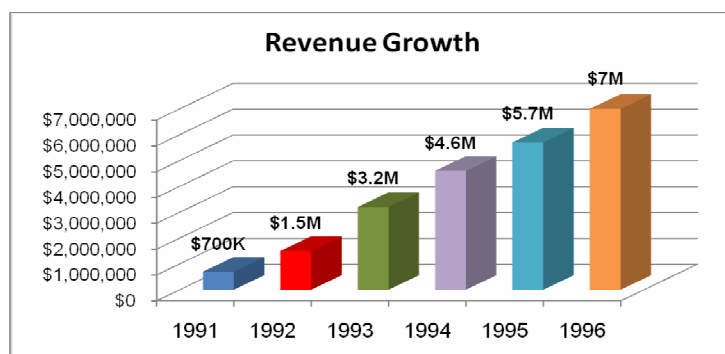
*Recruited to launch web management division at a time when Xerox had no products or offerings in this space and was lagging behind the web management market. Fostered strategic partnerships, OEM relationships, alliances, and licenses. Staff: 5; Budget: \$10M*

- Rocketed sales to \$17M in just two years, penetrated markets in nine countries, and accelerated time-to-market by convincing Xerox competitors to provide private label products and services with the Xerox brand.
- Attained enviable status as first division in Xerox history to become profitable after just one year by evangelizing web management product and educating sales force on strategies for cross-selling new services.
- Appointed global spokesperson for Xerox's Internet management products and recognized as subject matter expert at worldwide user conferences and tradeshows.

**GLOBAL BUSINESS DEVELOPMENT DIRECTOR, BONNE TECH, Lyon France ( now ElleTech)****1991 to 1996**

*Charged with elevating this small mainframe connectivity software firm to a worldwide contender. Spearheaded global sales strategy and formed multi-site reseller relationships. Catalyst for explosive company growth that paved way for subsequent acquisition by a publicly traded firm. Staff: 17; Budget: \$1.9M*

- Catapulted sales 205% (from \$700,000 to \$1.5M) in first year, and 714% in five years to \$7M with 65% of sales delivered through international sales channels established in 18 countries on five continents.
- Secured largest deal in company's history via Xerox agreement to package solution into their product offerings.
- Recognized with Inc. 500 *Fastest Growing Companies* award for three consecutive years, a distinction only 42 companies have achieved in the history of the award.

**FOUNDER & PRESIDENT, INFORMATION TECHNOLOGIES GROUP, LTD., Dallas, TX****1987 to 1990**

*Built technology training and consulting service organization to support Xerox's retail customer base in six U.S. states. Seamlessly transferred services previously provided by a national "big 4" firm with virtually no interruption to service. Provided software development services for desktop custom applications for Fortune 2,000 companies and delivered consulting services to 300 clients. Staff: 30; Budget: \$1.5M*

- Drove sales from zero to \$1.5M in two years and established eight training centers in partnership with Xerox and NYNEX; recruited and mentored educational team that instructed 5,000 students.
- Revolutionized business processes of a national pipeline company by creating one of the country's first customized and real-time distributed data systems.

**MANAGER, CONSULTING, DELOITTE & TOUCHE, Dallas, TX****1983 to 1986**

*Pioneered breakthrough educational program for C-suite executives; authored curriculum, recruited, trained, and oversaw ten trainers. Garnered numerous press accolades and radically transformed client cultures to embrace and use new technology resulting in exponential productivity gains.*

- Recognized as top-performing consultant in the region based on number of engagements sold; managed consulting team with the highest office utilization numbers.

**CO-FOUNDER, PARSONS & DANN TECH, Dallas, TX****1980 to 1983**

*While still in college, formed technology start-up company and won lucrative Department of Defense contract. Grew two-person operation to 33 in 18 months and took company public in 1983.*

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**EDUCATION**

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**BACHELOR OF SCIENCE, COMPUTER SCIENCE, UNIVERSITY OF NORTH DALLAS, Dallas, TX****1981**

Prepared by Barbara Safani