

James S. Toreson

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- Objective** Seeking opportunities in entrepreneurially oriented companies that challenge my executive skills in leadership, creative problem solving, and high-tech business development.
- Summary** Over 30 years in the electronics industry with over 20 years of experience as chief executive. Business environments include: start-ups, initial public offerings, R&D partnerships, far-east joint-ventures, acquisitions, divestitures, and turn-arounds. Experience in executive management includes:
- MARKETING:** 25 years of experience in the world market for high-tech products in the field of computers, peripherals, software, security systems, medical, solar, and small rotary, internal combustion engines. Specific management experience includes: OEM marketing, consumer product marketing, product management, distribution channel management, advertising, promotional management, and international business (15 years in China).
- ENGINEERING:** Formally educated as an electrical engineer, having specific design expertise in analog and digital electronics, logic design, computer design, real-time computer control, software, integrated circuits, and rotating magnetic storage device technology.
- MANUFACTURING:** 20 years of experience in manufacturing technology including: quality control, materials management, JIT production, process control, and manufacturing engineering. Eight years of experience in flexible automation, statistical process control (SPC), and quality systems including ISO 9000/13485 and Six Sigma programs.
- FINANCE:** 20 years of experience in business finance including: IPOs, reverse mergers, negotiating debt financing, equity financing, leasing, and debt restructuring. Ten years of experience in SEC financial reporting and investor relations for publicly held corporations. Raised over \$130 million in the public and private equity markets.
- Owner and CEO TORESON INDUSTRIES, INC., Alamo, Nevada**
- 1983 to Present** Founded Toreson Industries, Inc. in 1983 as a real property development company. Successfully developed a high-end residential subdivision and an industrial subdivision in Northern Nevada in the mid to late 80's. Currently developing a residential, commercial, and industrial subdivision in Lincoln County, Nevada with an emphasis on "green" building technology and alternative energy generation using solar photovoltaic (PV) technology. Economic development activities include the planning and development of utility-scale solar farms and a solar PV panel manufacturing plant. See www.toreson.com and www.lincolnestates.com
- Owner and CEO ONSHORE, INC., Los Angeles, California**
- 1989 to Present** Founded ONSHORE in 1990 as a management consulting business, specializing in serving companies involved in technology based products and services. Key assignments and results have been:
- **CEO of Freedom Motors, Inc.**, in the business of designing, developing, manufacturing and marketing of innovative, rotary internal combustion engines for the under-100 horsepower market www.freedom-motors.com. These engines lead the market in low-cost, reliability, power to weight ratio, energy efficiency, and low part count. Landed a multi-million dollar OEM contract with a major power tool company.
 - **CEO of Cell Robotics, Inc.**, a public company, in the business of designing, developing, and manufacturing of a patented, laser-based medical device, used by diabetics, to reduce the pain and trauma of monitoring blood sugar levels. Completed a turn-around business plan, raised debt and equity funding, and sourced a merger with a Chinese company.

1990
to
2003

- **CEO of ChineseFN**, an Internet portal serving the world-wide ethnic Chinese marketplace for financial services with a focus on stocks, and hedge funds based on currency trading. Refined the company's business plan and completed a private placement of debt and equity of one million dollars www.chinesefn.com. Developed strategic partnering agreements with major corporations seeking to penetrate the Chinese financial market such as Charles Schwab and FXCM. Developed business models to "monetize" the traffic coming to the portal by marketing third parties' products and services using banner ads, email marketing and China-based call centers. Positioned the company to become a public company.
- **VP Marketing and Sales of APPIANT Technology, Inc.**, a NASDAQ company, in the business of providing software and ASP services for speech recognition enabled, unified messaging, unified communications, and call centers. Developed a business plan for global call center business; landed orders totaling several millions of dollars for unified messaging and call center services and sourced a multi-million dollar equity capital infusion.
- **VP Business Development of Sanctuary Critical Storage, Inc.**, a company in the business of provided secured mass storage for Internet data centers. Developed a business plan and established strategic partnerships with corporations such as RSA, Dell Computer, EMC, and Sandia National Laboratories.
- **CEO of Forte Systems, Inc.**, an application software development company specializing in developing custom software for the automotive industry that facilitates Web based B2B eCommerce. Developed business plans, established multi-million dollar contract with General Motors and developed two \$5 million merger deals with NASDAQ companies.
- **Interim president of APAQ Technology, Inc.**, a manufacturer of personal computers. Landed a nationwide, multi-million dollar contract with CompUSA. Developed and marketed a new line of personal computers for the NT server market and the high-end, NT-based technical workstation market for CAD/CAM and 3D animation applications.
- **President** of a company in the UNIX-based computer market. This company built its own hardware and did its own UNIX port. A major new product was developed to enter into the market for fault-tolerant mass storage systems.

CEO OMNISHORE, INC., Carson City, Nevada

1987
to
1990

Founded OMNISHORE as a world-class manufacturer of computer components and systems. In the first year of operation, the company landed major contracts from Dell Computer, Control Data Corporation, Proteon, Memorex-Telex and several other companies. The sales in the first year grew to over \$10 million dollars. Had direct responsibility for sales and marketing. Successfully negotiated a line of credit with Fidelcor for over \$10 million dollars. Manufacturing technologies included: printed circuit board assembly using surface-mounted devices (SMT) and through-hole devices, Winchester disk drive assembly in class 100 clean rooms, and complete turn-key manufacturing of personal computers

CEO XEBEC CORPORATION, Sunnyvale, California

1974
to
1989

Founded Xebec in 1974 to enter the hard disk controller market with only \$5,000 of capital. The company grew on retained earning to over \$30 million by 1982. In 1982, the company landed a \$300 million OEM contract from IBM to design and manufacture a hard disk controller for the PC-XT personal computer. In one year, revenues grew to over \$150 million, which was fueled by an IPO on NASDAQ and secondary offerings with proceeds of over \$80 million. Led a product and customer diversification program to alleviate the high account concentration of the IBM business. This strategy was successful and led to the spinout of several businesses. Significant accomplishments include:

- Designed, manufactured, and marketed the world's first micro-programmed, error correcting disk controller for high performance hard disk drives, attached to various minicomputers of this era.
- Led the design, manufacture, and marketing of the world's first, low cost, gate-array-based, error correcting disk controller for 5-1/4" hard disk drives, which attached to various

microcomputers of this era. This technology was used to create the IBM PC XT product line; the world's first personal computer with a built-in hard drive.

- Established a state-of-the-art, high volume, high quality, automated manufacturing facility in the USA for the assembly of printed circuit boards. This operation achieved worldwide recognition for superior quality, including the worldwide top quality award from IBM.
- Created the following subsidiaries to diversify the company's dependency on IBM: OMNISHORE, in the business of contract-manufacturing computer equipment and subassemblies; DASTEK, in the business of thin-film magnetic heads; INFORMATION MEMORIES, in the business of thin-film media; AHEAD TECHNOLOGY, in the business of mechanical heads; and EPELO, in the business of Winchester disk drives.

Engineering Manager SPECTRA PHYSICS, Mountain View, California

**1973
to
1974**

Successfully led a team of 25 people to design and manufacture a universal product code (UPC) reader (scanner) for the supermarket industry. This led to a \$10 million dollar order from NCR Corporation and launched Spectra-Physics into a leadership position in the field of supermarket scanners.

Project Manager HEWLETT PACKARD, Mountain View, California

**1971
to
1973**

Designed and put into production several minicomputer products including Universal I/O interfaces, line printers controllers and the world's first fully micro-programmed minicomputer, the HP-21MX. Developed the LSI strategy for the Data Systems Division, which led to the successful establishment of a state-of-the-art CMOS Silicon-on-Sapphire process and high performance, low power custom LSI circuits.

Project Manager MEMOREX, Santa Clara, California

**1969
to
1970**

Co-Founder and project manager for a business unit that built modems, multiplexers, and communications front ends for IBM mainframe computers. Was chief architect and design engineer for remote multiplexer product line and Autocall feature for the Memorex 1270 terminal control unit. Key member of the design team that developed the Memorex 1275, a micro-programmed terminal control unit to compete with the IBM 3705.

Project Manager BELL LABORATORIES, Holmdel, New Jersey

**1967
to
1970**

Contributed to the design of a highly reliable (99.9998% uptime), fault-tolerant computer based telephony system for use in the telephone network operated by Bell Telephone Company. Designed and built a state-of-the-art analyzer for real-time software debugging.

Education

BSEE, University of Michigan, 1967, with Honors
MSEE, University of Michigan, 1968, with Honors
PhD EE, University of Pennsylvania (Completed Coursework)
Dr. Science, University of Nevada- Reno, 1985

**Honor
Societies**

TAU BETA PI, ETA KAPPA NU

Patents

Author of several patents in the Winchester disk drive and controller field

**Speaking
Engagements**

Conference Speaker at NASA, Dataquest, InfoCorp, Robotics West, etc
Commencement Speaker, University of Nevada 1985
Several "Road Show" Presentations to Security Analysts

**Government
Committees**

"Education for the Manufacturing World of the Future," - National Academy of Engineering
"Educational Excellence K-12," - Nevada Governor's Committee