

ALAN A. DI STEFANO



SENIOR EXECUTIVE AND ENTREPRENEUR

Management- Domestic & International Business Development- Private Industry and Government

Strong record of achievement in management and marketing of all phases of private sector business development: start-ups, rapid growth, turnarounds, and mergers. In state government, introduced innovative methods of management and marketing from the private sector with new records of achievement for management of global trade and foreign direct investment operations. Multi-industry experiences in environmental analysis and control, information technology, analytical instrumentation and medical products and diagnostics through worldwide multiple distribution channels in 35 countries on six continents. Successful business and government leader skilled in generating significant revenue and profit increases by: developing competitive new business strategies; revitalizing existing business operations; identifying and opening new business segments; formulating strategic plans to effect company turnarounds, consolidation and growth. I am a hands-on manager with full P&L responsibilities and exceptional marketing/sales and interpersonal skills. I am considered to be a Subject Matter Expert in doing business with China and have traveled to 70 different countries.

CAREER HISTORY/HIGHLIGHTS

Light and Energy International, LLC

In 2013 started a corporation with a partner to exclusively import, from Taiwan and China, a new technology in LED lighting (COB-LED) to introduce it to the US market with exclusive distribution rights, and manufacturing licenses, and also to six other countries. We concentrated exclusively in wholesale sales to industrial, commercial, institutional and government markets and became profitable within four months after startup. We successfully introduced a new technology in grow lights to the US market including one for exclusive use in the legal cannabis industry.

STATE OF NEVADA

Governor's Office of Economic Development (GOED), formerly the Nevada Commission on Economic Development or NCED. This is the state agency responsible for all of the state's economic diversification programs including international business and foreign investment programs; it reports to the Governor. NCED reported to the Lt. Governor. I retired from GOED on 12/31/12 to return to the private sector where I am currently pursuing several entrepreneurial opportunities.

Recruited in 2000 as Director, Global Trade and Investment to rapidly expand the state's international programs and increase foreign investment in the state. During my 12+ years:

- Developed the state's export growth by over 430% in 12 years through the use of new export programs.
- Increased federal grants (USDA and SBA) obtained by this department by 360% during a time of no state budget increases, and leveraged new trade missions, international trade show programs and Foreign Buyers program to help the state's exporters.
- Developed the state's first matching grant program for environmental companies that was approved by the Legislature. This led to immediate new federal grants obtained by the state's private-sector companies.
- Launched the state's first new Foreign Direct Investment Program for Japanese companies. Used a unique mixture of cooperation with the state's university system to develop the data and new private-sector funding to launch the promotion program, all without cost to the state.
- Created state's first network of eight foreign representative offices in at no cost to the state. This program won a national Annual Innovations Award from the Council of State Governments in 2005
- Brought in \$billions in financing for Nevada projects from foreign investors

GLOBAL ENVIRONMENTAL MARKETING, LLC

In 1999 started a corporation to exclusively represent several small US companies for their international environmental business. During the first four years:

- Developed a network of distributors in 18 countries in Asia and Latin America.
- Doubled the annual business revenues each of the first two years with high after-tax earnings.
- Brought the companies represented to markets to which they had never before sold.
- Acted as the international department for the represented companies and responsible for all sales, export documentation, in-country service and training, and financial collections.

This business continued to operate and grow concurrently with my position in the State of Nevada. This business is also used for consulting to companies who need expertise in exporting and importing. **This company is still active and I operate it every day.**

BALDWIN ENVIRONMENTAL, INC.

Baldwin was a \$ 2+ million privately owned manufacture of air pollution monitoring equipment used for Stack Sampling and Continuous Emissions Monitoring Systems (CEMS).

Recruited in 1997 as Vice President, Sales and Marketing, to rapidly grow the business through international expansion, new product introductions and diversification into the process analysis market. Reporting to the President/Owner, during the first two years:

- Increased orders over 10% in the first year, in a declining domestic market, by appointing and developing five new domestic and 13 new international representatives and distributors.
 - Dramatically increased company's penetration of Asian and European markets, and developed first penetration of Latin American markets, through the development of a new and increased distribution network. Increased these sales by 68%.
 - Introduced several new products, one of which was the company's first entry into the analytical instrument market.
 - Developed and implemented a plan that successfully introduced the company's products into the process gas analysis market by using new distribution and advertising vehicles.
 - Designed the company's first Internet site. It has paid for itself every 60 days in new orders and generated new leads every day.
- Created new software-based marketing materials that increased one product lines' sales eight-fold.

ADCON TELEMETRY, INC.

Adcon was a \$4 million privately owned, venture-backed international manufacturer of wireless data systems and telemetry products for Information Technology originally started in Austria.

Recruited as CEO, North America, to rapidly grow the business and launch an IPO within three years. Reporting to the Chairman, and as a part of the Board of Directors, during the first 9 months:

- Increased sales 500% over previous year, taking company to almost break-even financially, by directly managing sales/marketing efforts. First quarter of following year the sales were double previous year.
- Established the US company and corporate structure; recruited highly qualified management team.
- Established first budget and yearly operating plan
- Assumed Latin American operations within 7 months.
- Introduced revolutionary new micro-telemetry product within first four months.

GRASEBY PLC- GRASEBY ANDERSON AND GRASEBY NUTECH DIVISIONS

Graseby plc was a \$100 million publicly owned UK-based multinational technology company; Graseby Andersen (\$13 million) and Graseby Nutech (\$3.7 million) manufactured environmental air sampling and analysis instrumentation.

Recruited as President, Graseby Nutech to turn around this unprofitable division with rapidly declining sales and develop a strategic plan for future growth and profitability. **Promoted to President of Graseby Andersen** to increase sales and maximize profitability for this division. Reporting to the President of the Environmental Group, managed all aspects of this 95-employee business. In first year:

- Merged and relocated the Andersen and Nutech Divisions into one new facility, reducing annual operating costs by \$250,000 while retaining all key employees.
- Successfully established company's first complete domestic representative network; increased sales of major new product 200+%. Increased Pacific Rim/Latin American sales by 18%. Created first VP-International role. Restructured and increased distributor network. Grew international sales to one-third of company's business.
- Developed and implemented new product development process. Doubled the number of new products under development and successfully corrected problems on recently introduced new product which was key to company's future success

At Graseby Nutech, managed all aspects of this 25-employee business. Within 16 months:

- Turned around a \$600,000+ operating loss into a profit. Increased sales by 32% in a low-growth market.
- Created and implemented a strategic plan by formulating a partnership with Hewlett Packard and the USEPA which grew an underdeveloped product line by 88% and propelled it into a market leadership position.
- Awarded the first Cooperative Research and Development Award (CRADA) by the USEPA.

HAMILTON COMPANY

Hamilton was a privately owned \$60 million manufacturer of scientific instrumentation and laboratory devices.

Recruited as Director of Marketing and Sales to define new products and develop strategic plan for company's rapid penetration of the instrumentation market. Reporting to the President/Owner, and managing a team of 20 people in all aspects of marketing/sales:

- Directed product development activities and implemented strategic plan directly responsible for 150% revenue growth
- Doubled sales through distributor sales force. Established first direct sales force for capital equipment; grew this business from 0-\$2 million annually in five years. Developed OEM instrument business, negotiating all contracts; grew these sales from 0-\$5 million annually.
- Increased international sales 50% in two years after restructuring distributor network and hiring International Sales Manager. Directed business development in Asia, Europe and Latin America.
- Contributed to development and implementation of first computerized forecasting system, reducing backlog 75% in first 18 months. Contributed as part of a team that initiated TQM upgrades that led to ISO-9000 certification.

Earlier, I gained valuable experience as National Sales Manager with Sherwood Medical; Manager, Clinical Diagnostics, Pierce Chemical Co.; Product Manager and Territory Manager with Baxter Travenol Laboratories; and Product Line Specialist with Beckman Instruments, Inc.

EDUCATION

Bachelor of Science-Chemistry, California State University, Long Beach, CA

MBA-Marketing Program, University of California-Irvine, CA

Professional Organizations/Appointments/Awards

- Member, Intergovernmental Policy Advisory Committee (IGPAC) of US Trade representative (USTR). Appointed in 2010 to a 4-year term by USTR Ambassador Ron Kirk. Approved for "Secret" clearance.
- Operating under the state of Nevada, received grants through the SBA S.T.E.P. Grant Program for export promotion of any type of products averaging \$255,000 annually from 2011-2012.

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- Operating under the state of Nevada, received grants through the USDA Market Access Program for export promotion of food and agricultural products averaging \$225,000 annually from 2000-2012.
- Recipient of one of eight national "Annual Innovations Award" from the Council of State Governments in 2005 for a new International Representative program which is now in use by seven other states.
- Member, Environmental Technologies Trade Advisory Committee (ETTAC), US Department of Commerce. Appointed by the Secretary of Commerce to three consecutive two-year terms, 1998-2004.
- Recipient of "Best Trade Mission of the Year" Award from USDA-FAS for 2001-2002.
- Board Member, Nevada District Export Council (DEC); appointed to four-year term in 1999 by the Secretary of Commerce.
- Recipient of a USAEP/NASDA Grant for New Business Development in Asia for Baldwin Environmental, Inc. in 1998.
- Member, US Dept. of Commerce Hi-Tech Trade Mission to South East Asia, September, 1998, with US Trade Ambassador David Aaron.
- Member, Advisory Board, Northern Nevada International Center, 2014-2017.
- Holder of US Patent 3873449, issued March 25, 1975, for a new medical laboratory device.
- Member, Board of Directors, Kinsley Resources, Inc., a Nevada Mining company.; Company Secretary 2017-present
- Subject Matter Expert in doing business in China. I have been to 26 cities and 13 provinces in China and dealt directly with Central and Provincial Government officials and also private industrial companies.
- Mentor with the Service Corps of Retired Executives (SCORE, an SBA program) to mentor new and existing business, particularly those with needs in exporting and importing.
- Member, Board of Directors, Snow Lion, Inc., a Nevada industrial equipment manufacturer. 2019-2021.
- Member, Board of Directors, Reno Corvette Club, a non-profit 501(c)3 organization 2019-present