

Richard Frederick
31 Greyledge Drive
Loudonville, NY 12211
518.588.3727
bimmer@nycap.rr.com

Summary: CEO with extensive experience building and growing businesses. Founded one of the first pure-play Software as a Service companies in the country in 2001. Strengths include strategic planning, marketing, business development, team building and financial management.

CEO & Founder – The Best and the Brightest 2009- Present
The Best and the Brightest is a virtual business accelerator for early stage companies. It is comprised of four components; a Seed Fund, Mentors and Advisors, a Tech Transfer library and a Formal Program to vet new business ideas. These components form the basis for a complete end to end business process that prepares early stage companies for A Round funding. The goal of the company is to create jobs, increase the number of early stage companies that are launched and to accelerate the growth of those companies.

President & CEO - Logical Net 2007–2009
Introduced web based marketing techniques to **turn around** a financially distressed 14 year old technology company. Installed a new management team, introduced two new product lines, implemented a web based marketing strategy, designed a new web site, created a marketing strategy supporting the introduction into two new vertical markets, developed two new product lines and reduced operating expenses by 20% resulting in increased gross margins.

Founder & Partner – What Every Baby Needs.com 2007- Present
What Every Baby Needs is an **online retail store** specializing in organic baby products and safe toys. Launched in April 2007 the company doubled its sales in the first year of operation using links, email campaigns, targeted key word campaigns, social networking and blogs to drive traffic and increase revenue. This is a pure-play internet based business that relies solely on web marketing techniques to drive business.

Adjunct Faculty - Union Graduate College, MBA Program 2007-Present
Mentor 4-6 student lead teams, per semester, to develop a comprehensive business plan concentrating on three functional areas: operations, finance and marketing. Students are coached to develop a detailed action plan that delivers measurable results.

Guest Lecturer - Rensselaer Polytechnic Institute, MBA Program 2007-Present
Deliver a series of **lectures** in web marketing, venture financing and managing multi-generational employees from Boomers to Gen Y.

Founder, COO & President – Autotask.com 2001-2007

Founded Autotask one of the nations first Software as a Service (SaaS) internet companies. Started in early 2001 my partner and I were able to grow this company to over 75 employees, with 1500 customers generating over \$10mm in annualized revenue in 6 years.

As the COO I was responsible for developing a web based marketing program that generated in excess of 700 online leads a month-Secured \$10.5 mm in venture funding over three years-Supervised the design and fit-up of a new 25,000 square foot facility moving from design to occupancy in 7 months and Secured over \$475,000 in economic development grants.

VP National Advertising - PowerAdz 2000-2001

Developed **marketing program** to monetize daily web traffic comprised of 15,000,000 unique page views a day from over 1700 local and regional online newspaper sites. Developed marketing campaigns for companies such as GE and Ranger Boats to support geo-centric targeted marketing programs generating over \$1 mm in new revenue within the first six months of the operations accounting for over 8% of the companies revenues.

President – PayMD 1999-2000

Developed **business plan and marketing strategy** to build a point-of-sale medical claims payment system for physician offices. Secured seed round funding to launch the company.

Consultant/Business Mentor 1998-Present

Assist early stage companies develop web based marketing strategies, lead generation programs, operational and work flow processes and financial management. To date I have worked with over 100 early stage companies focusing on Software as a Service and recurring revenue models.

COO - United Correctional Managed Care 1995-1998

High growth healthcare service provider. UCMC was one of the leading health care providers focused on correctional managed care. The company built and managed health care systems for prison systems across the country. Lead a high performing team that increased the revenue from \$12 mm to \$60 mm in 18 months. Responsible for developing a Telemedicine and Digitized Radiology program to service remote sites where access to specialists was limited. .

COO & SVP – Empire Blue Cross Blue Shield 1985-1995

Chief Operating Officer responsibility for Empire Blue Cross and Blues Shields upstate division. I had P&L responsibility for \$5 billion health insurance business. Managed \$35 mm operating budget and supervised 1700 employees in Eastern Region. Direct reports included Finance, Sales, IT, Systems Engineering, Claims Processing and Customer Service. Oversaw the development of a

365,000 square foot facility and coordinated the move of 1000 jobs from NYC to Albany, NY.

Director Business Development - McDonald Douglas Corporation 1978-1985

McAuto was a leading provider of medical claims processing technology services and information systems to State, Federal and Private companies. I held various Management Positions including; Project Manager, Proposal Team Leader, Implementation Team Leader in the Medicaid Management Information Systems program division.

Bureau Chief - NYS Department of Health 1973-1978

MBA, University at Buffalo 1973

Commissioned Officer US Army, Armored Calvary, Korea 1969-1971

Award: Center for Economic Growth's Mentor of the Year 2009