

Lee A. Blake

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Senior Executive with a record of leading technology-based product businesses to growth and profitability. Skilled in strategic initiatives and tactical execution. Possesses the powerful combination of an MBA degree with a focus in marketing and finance and an electrical engineering degree with a concentration in control systems, software engineering, and electrical system design. A creative thinker who leads teams to high performance levels and grows the business through leveraging existing revenue sources. Results-driven, focused leader dedicated to successful task completion.

Career Highlights

- Grew sales 90% to nearly \$23M in 2 years for Adept Technology contributed 95% of corporate revenue growth.
- Grew product line sales for Newport Corp from \$800k to \$2.8M in one year and to \$6M in 2 years.
- Repositioned underperforming software developer, Newport Corp, to profitability in less than 6 months and increased profits 300% in 12 months.
- Increased revenue for TreeTrak 200% and net income 300%.
- Reduced software development cycle time for Copperweld Robotics by 50% in less than 6 months.

Recast, Revamped, & Restructured to Grow Revenues

Recast “break-fix” service activity into high-growth Adept Installed Base business. Grew sales 90% to nearly \$23M in 2 years, contributed 95% of corporate revenue growth, and increased margins to become 60% of corporate profits. Implemented SALESFORCE.COM as service CRM. Introduced new “Service Specific” products to capture competitive maintenance and upgrade revenue.

Revamped marketing collateral and sales training, added high-end applications support, and raised prices 50% to reposition an unprofitable Newport precision motion control product based on unique capabilities. Grew sales 3.5 times the first year and improved to 54% gross margin. Second year sales reached \$6M+. Applied product to telecommunications industry, spawning a new Telecom Equipment Division.

Restructured product offering to a service/product combination and repositioned underperforming software developer, restored profitability in less than six months. Despite product well liked by customers, TreeTrak, a small inventory software business in Florida was losing money and growth had stalled. Redesigned product to include recurring revenue features. Initiated market development/customer education activities based on those features. Returned to profitability in less than 6 months and profits increased 300% in 12 months.

Automated, Accelerated, & Optimized to Improve Efficiency

Automated forecasting software to improve standard item availability. Newport sales were suffering due to poor item availability and inventories were rising due to over-production of slow-moving items. Implemented *Futurion* FUTURCAST automated unit volume forecasting system, incorporating selectable algorithms to address the varied marketing environments. Improved standard item availability 12% resulting in increased sales and reduced inventory levels.

Accelerated new product launch and reduced time-to-revenue. Replaced an inefficient manual publishing process with an integrated automated system. Newport had produced its product catalog manually on a 2-year cycle. Transitioned production to the *Stibo Catalog* STEP web-based system, linking a database-driven Internet site to an electronic product data management and publishing system. Accomplished an annual catalog publishing schedule with concurrent Internet and multi-language version availability using no additional headcount.

Optimized channel investment based on the demand model and cost models in the plan. The rechargeable battery industry was required to meet a federal mandate to provide recycling of spent batteries. Analyzed and created business plan (*Rechargeable Battery Recycling Corporation* - RBRC) for demand stream collection channels and recycling capacities supported by US EPA approval. The resulting business met both short-term and long-term operational projections and targets.

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Corporate Affiliations:

Management Consultant,
Danville, CA 2006—Present

Vice President/General Manager, Services Division, ADEPT TECHNOLOGY, INC.,
Livermore, CA 2003–2006

Vice President, Marketing/Product Development and Management, NEWPORT
CORPORATION, Irvine, CA 1993–2003

Director, New Business Development, Electronics Division, RAYCHEM CORPORATION,
Electronics Division, Menlo Park, CA 1990–1993

Co-Founder, Consulting & Program Management firm, TELECOM INTERNATIONAL, INC.,
Boca Raton, FL 1986–1990

Manager, Technical Marketing, GENERAL ELECTRIC COMPANY Robotics and Vision
Systems Dept., Orlando, FL 1982–1987

Manager, Software and Application Engineering, COPPERWELD ROBOTICS, INC., Detroit,
MI 1981–1982

Product Design Engineer, FORD MOTOR COMPANY, Electrical and Electronics Division,
Detroit, MI 1977–1981

Education:

MBA with concentrations in Marketing and Finance
Crummer School of Business, Winter Park, FL

BS in Electrical Engineering with concentrations in Control Systems, Software Engineering,
Electrical System Design, and Electric Power Systems, graduated Summa Cum Laude
Ohio University, Athens, OH