

11 Cedar Way, Concord, MA 01742
(M) 617-549-1050 Jay@JWurts.com
www.jwurts.com

Accomplished technology CEO, board director and entrepreneur. Significant experience in financing, growing, and turning around technology companies – both public and private. An innovative technology leader with strong skills in marketing strategy, sales management, software and hardware technology innovation, financing, team building, and operations management. Brings pragmatic operating perspective to boardroom discussions. A valued director due to his experience with public companies, VC and bootstrap financing as well as successes in guiding companies in rapidly changing markets.

JAY WURTS ADVISORS, Concord, MA **2002-Present**
Provide executive coaching and strategic advice to early stage companies and their CEO's on strategically important topics such as building a quality leadership team, board issues, investor issues, exit strategy, personal goals. Worked with over twenty CEO's as clients.

President, Chief Executive Officer, and Chief Technology Officer

- Recapitalized and restructured company by buying out existing angel investors.
- Raised \$16 million from new VCs (including Bill Ford),
- Rebuilt the management team, acquired a software company, adopted new technology, and forged partnerships with carriers and key additional software providers to provide a complete customer solution.

President and Chief Executive Officer

- Restarted the company. In the first year, recruited a strong management team, shipped initial product, built production capability, and achieved 100% fleet deployment by flagship customers.
- Doubled sales in each year of the recession to \$6 million. Achieved a leadership position in two niche markets.
- Raised additional \$24 million in venture funding.

GREATWAY TECHNOLOGY CORPORATION, Belmont, MA

1996-1998

An internet E-business software technology and services company specializing in innovative cross-corporate transaction processing when the sender did not control the computer at the other end (used in banking, securities trading, catalog purchasing).

Company was sold to private investors.

President and Chief Executive Officer

- Co-founded the company. Built company to \$7 million in revenue and 25% profitability.
- Bootstrapped company by securing the needed growth capital including funding for product development from customer funding.

OPEN DATA CORPORATION, Cambridge, MA and Burlington, MA

1992-1995

A venture capital-backed startup manufacturer of client server PC enterprise software products. Company was later sold to a California software company.

President and Chief Executive Officer

Recruited to restart and rescue this venture startup.

- Raised \$14 million in new venture investment.
- Developed a new strategy and recruited a world class management team,
- Repositioned and redesigned product so that its benefits were self-evident and consulting support was not required.

SYMBOLICS, INC., (NASDAQ) Cambridge and Burlington, MA

1988-1991

A \$100 million publicly traded manufacturer of artificial intelligence (AI) computers with 600 employees and five international subsidiaries. Ranked #24 in Inc. Magazine "100 Fastest Growing Public Companies".

Chairman, President, and Chief Executive Officer

Recruited to turn around this troubled company.

- Developed and built consensus for a new strategy focusing on helping customers deliver applications on standard hardware.
- Quickly restored customer confidence. Shipped critical new products ahead of schedule. Returned company to profitability.

MANAGEMENT DECISION SYSTEMS, INC., Waltham, MA

1970-1985

A pioneering data warehousing software and professional services company with \$27 million revenue, 250 people, and three international subsidiaries. Ranked #329 in Inc. Magazine "Fastest Growing Private Companies".

President and Chief Executive Officer (1979-1986)

- Co-founded and led growth of company averaging 50% annual growth and 20% pre-tax profitability for twelve years.
- Negotiated merger with Information Resources, Inc. (IRI) in 1985 for \$50 million. Joined IRI Board of Directors as Co-Vice Chairman.

Vice President and General Manager, General Systems Division (1976-1978)

- Created a direct sales force to sell a new multidimensional relational data base and analysis product (EXPRESS) for use on client mainframes and mini computers. Led

the integration of this new aggressive sales force into what had been primarily a technical company.

- Negotiated OEM agreement generating royalties of \$2.4 million a year.

Vice President of Systems (1970-1975)

- Created and led development of EXPRESS - a software product used by Fortune 2000 marketing, finance, and MIS organizations for decision support applications such as sales forecasting and marketing reports for consumer packaged goods companies. EXPRESS accounted for the majority of MDS sales and profits.
- Personally convinced clients and computer suppliers to fund most of the development cost. EXPRESS is now owned by Oracle and even today generates over \$500 million in annual revenue.

MSC ASSOCIATES, Cambridge, MA

1967-1970

Co-Founder and Partner

Co-founded contract software company while an undergraduate student at MIT.

EDUCATION

BS, Massachusetts Institute of Technology, Electrical Engineering & Computer Science, Cambridge, MA, 1973

Graduate Studies, Massachusetts Institute of Technology (met all requirements for MS in Management except two courses and thesis), 1970-1973

BOARD DIRECTORSHIPS AND OTHER ACTIVITIES

Member, Board of Directors, Everyday Solutions, Inc. (2005-2012)

Member, Board of Directors, OuterLink Corporation (1999-2002)

Member, Board of Directors, GreatWay Technology Corporation (1996-1998)

Member, Board of Directors, Open Data Corporation (1992-1995)

Chairman, Board of Directors, Symbolics, Inc. (NASDAQ: SMBX) (1988-1991)

Chairman, Board of Directors, Concurrent Logic (1986-1993)

Co-Vice Chairman, Board of Directors, Information Resources, Inc. (NASDAQ: IRI) (1985)

Member, Board of Directors, Management Decision Systems, Inc. (1978-1985)

Chairman, Governor's Advisory Council on Information Technology (1992)

Member, Board of Directors, Massachusetts High Technology Council (1990-1993)

Member, Board of Trustees, Outward Bound (1991-1992)

Member, Young Presidents Organization (1986-1998)

Member, World Presidents Organization (1998-present)

Member, Massachusetts Software Council (1980-1985; 1988-1995)

Multi-engine airplane, seaplane, and helicopter pilot; blue water sailor; downhill skier; scuba diver