

WADE TAYLOR BROOKS

wade@wadebrooks.com

9690 SW Hialeah Dr.
Beaverton, Oregon 97008

(503) 703-7725
(503) 590-8019

Leadership and Management

Over 15 years of experience managing business operations, business units and large and small teams. Developed strategies, business plans, processes and organizational models to drive success. Lead strategic planning seminars for numerous companies providing discovery of management goals, team building, direction setting, and action planning. Handled hiring, compensation, people development, performance reviews, promotions, and restructures.

Finance

Income statement responsibility. Development and management of financial models. Developed SB-1, private placement memorandum, proformas, balance sheets, income statements, and cash flow statements. Raised private capital in excess of \$1,500,000 and went to market for financing rounds in excess of \$10,000,000. Investor related responsibilities.

Sales and Marketing

Developed and presented sales proposals, technical documents, briefs, and assessment / recommendation documents to global, national, and local companies. Direct contact and contract negotiations with CxO level executives and teams. Evaluated market research and developed product offerings. Built solutions brochures, case studies, Go-To-Market campaigns (Microsoft), websites, seminars, architecture design sessions, readiness programs, direct mail and call down initiatives.

EXPERIENCE

Director of Development and Alumni Relations

2008 – Present

Willamette University, Atkinson Graduate School of Management – Salem, OR
www.willamette.edu/agsm

Adjunct Faculty, Corporate Finance

2007 – 2008

Portland State University, School of Business Administration – Portland, OR
www.sba.pdx.edu

- Taught three terms of Fundamentals of Corporate Finance considered the “hardest class in the business school” due to the broad amount of technical data covered.
- Stressed the real world application of topics in a small and mid-sized business environment using case studies and anecdotes from my past business experiences.
- Topics and formulas covered: capital investment decisions, project analysis, risk analysis, time value of money, weighted average cost of capital, discounted cash flow, interest, stock and bonds, taxes, cash flow, long term growth, valuation, net present value, and raising capital.

Retired

2005 – 2007

World Travel

- Liquidated hard assets and moved them into the market to travel for an extended time in the third world. I backpacked though Nepal (including Mt. Everest), Thailand, Mexico, Costa Rica, and Honduras.
- I spent extensive time meeting and living with local community members to understand third world issues.

Vice President of Strategic Planning & Software Forensics

2004 – 2005

SoftSource Consulting, Inc. – Portland, OR

www.sftsrc.com

- Full responsibility for the planning, management and success of the Software Forensics Division comprising 68% of the total revenues and 92% of the overall profitability of the company.
- Developed and managed strategic partnerships with the Microsoft Partner Channel, Microsoft Legal & Corporate Affairs and Microsoft Source Code Archives.
- Developed relationships with the largest patent law firms in the world including Preston Gates Ellis, Fish & Richardson, Weil Gotshal & Manges, etc.
- Developed and licensed software to Microsoft Corporation.

Vice President of Sales and Marketing, General Manager

2001 – 2004

ServerLogic Corporation – Portland, OR (Microsoft Business Practice to SoftSource, Inc. above.)

www.serverlogic.com

- After acquisition I was brought over as the General Manager for the business division. I was promoted to the position of Vice President of Sales and Marketing for the parent company and later built and sold the Microsoft division of the business.
- Development and responsibility for the business plan, strategic documents, direction setting and goals.
- Lead for sales to global, national and local companies including CxO level executives and teams.

CEO, President, Chairman of the Board

1999 – 2001

StorePartners, Inc. – Portland, OR (Sold to ServerLogic above.)

www.storepartners.com

- Responsible for the planning, direction and management of the business, reporting to the Board of Directors.
- Expanded operations from three people to thirty people over the course of two year and negotiated contracts to expand regionally and nationally.
- Developed SB-1, private placement memorandum and \$10,000,000 venture capital offering. Developed proformas, balance sheets, income statements, and cash flow statements. Raised \$1,500,000 seed capital and structured additional financing rounds.
- Direct sales to national and local companies including CxO level executives and teams.

Senior Consultant, Team Leader – Business Division

1997 – 1999

Financial Partners, a division of First Financial Resources – Portland, OR

www.ffrllc.com

- Initiated contact and sales to CEOs and upper management for corporate strategic planning.
- Restructured numerous companies in industries from Lumber to Architecture with revenues of up to \$91,000,000.
- Structured financing and the sale of businesses to management and outside investors.
- Licensed Registered Investment Advisor.

Senior Vice President

1995 – 1997

Janus Interactive Software – Portland, OR

- Developed business and marketing plans resulting in the successful launch of two retail CD-ROM software titles.
- Corporate spokesperson for a national press tour including presentations to The Wall St. Journal, Boston Globe, PC Magazine, and live national television.

President

1989 – 1995

Brooks + Associates, Inc. – Portland, OR

- Founded and built a computer sales and technology consulting firm from a \$1,000 investment to a multi-million dollar business.
- Negotiated dealership contracts and strategic alliances with Fortune 500 companies including IBM, Apple Computer, Toshiba, etc.
- Created and implemented marketing plans and lead direct sales resulting in 20 of the top 25 area advertising firms and 10 of the top 20 printing/prepress companies as clients.

EDUCATION

Harvard Business School – Cambridge, MA 1998
Financial Management Program, Executive Education.

Willamette University – Salem, OR. 1986 – 1990
Bachelor of Science, Philosophy Major.

ACHIEVEMENTS / ACTIVITIES

Eagle Scout, Certified Rescue Scuba Diver, mixed martial artist, avid hiker and camper, extensive international travel.

WADE TAYLOR BROOKS

wade@wadebrooks.com

9690 SW Hialeah Dr.
Beaverton, Oregon 97008

(503) 703-7725
(503) 590-8019

REFERECNES

Phil Seeley
CEO, ServerLogic
philseeley@serverlogic.com
(503) 416-3110

LeLievre, Terry
Vice President, ServerLogic
terrylelievre@serverlogic.com
(425) 803-0378

Steve Grow
Vice President, ServerLogic
stevengrow@serverlogic.com
(503) 416-3110

Jim Sumner
Dean of Admissions, Grinnell University
sumnerj@Grinnell.edu
(641) 269-3618

Todd Tomlinson
CEO, Opensolutions Partners, LLC
todd.tomlinson@opensolutionspartners.com
(503) 347-2261

Ben Hickman
Microsoft (Former VP of Engineering at Softsource Consulting)
bhickman@microsoft.com
(971) 212-0676

Brad Pence
CEO, Keith Brown Lumber
bpence@keithbrown.com
(503) 363-9111

Anderew Haddock
President, Sticky
Andrew@sticky.tv
(503) 232-1600

Wayne Little
CEO, Lit Data Solutions
wayne@lit-data.com
(503) 577-2774