

Roderic H. Fleisher

EXPERIENCE:

Cougaar Software, Inc. 11/03 to Present

Vice President, Business Development.

The company was created to transition a powerful emerging technology from the Department of Defense. Cognitive Agent Architecture (Cougaar) is that technology. I was brought in to help build a software products company. Our efforts have created an agent-based intelligent framework, ActiveEdge. Our flagship product is 'ActiveEdge RFID Middleware. The solution transforms massive amounts of sensor data into actionable, situated information. My responsibilities include attracting early adopters and strategic partners in both the commercial and public sectors..

Accomplishments: Partners include Noblestar and Quantum Retail.

Q.Know Technologies, Inc. 5/02 to 10/03

Director, Business Development

Responsible for identifying, creating and managing relationships with software, hardware, service and system integration companies. The Q.Know Solution is a next generation information management tool which eliminates the frustration of managing unstructured electronic data. Built using the latest Windows® .Net technology, the product dramatically enhances the way users collaborate, share information and manage their transactions and projects.

Accomplishments: Partners include E&Y, Microsoft, HP and ALNA to name a few. Introduced the CEO to a successful bridge-funding source. Provided introductions to Venture Capitalists. Negotiated our commercial real estate and set up all the necessary details and infrastructure.

ParKnowledge, Inc. 10/01 to 4/02

Executive Vice President of Sales and Business Development

ParKnowledge Inc. develops inventory control systems for the parking industry utilizing image recognition and the power of the Internet. The technology will deliver benefits that include substantial increased revenue, reduction of costs, ease of use, and security. (Technology was not built.)

Accomplishments: Put the company in front of potential customers and investors. Prospects were Parking Industry and Commercial Real Estate leaders.

Reliacast, Inc. 4/99 to 9/01

Co-Founder, Vice President of Corporate Development, Board of Directors

Responsible for developing strategic business alliances and delivering marquis clients. Handled other operational duties in the spirit of growing our business – from HR to business infrastructure. Reliacast is the leader in digital media Audience Management solutions. The product allows businesses to control whom gains access to content, to know precisely who is watching, and to understand how viewers react to specific content. Partners include: Cisco Systems, Sun Microsystems, Inktomi and Portal. Customers include: Akamai, Hostcentric and Loral Cyberstar.

Accomplishments: Helped to build the company from the ground up. Part of

the executive team, which raised \$45 Million in venture capital.

CrossMedia Networks Corporation 9/97 to 3/99

DIRECTOR OF BUSINESS DEVELOPMENT

Responsible for sales and partnerships for CrossMedia's MyInBox Voice Email Service. The service converts email messages to speech and allows users to interact with it using voice commands.

Accomplishments: Built the companies Alpha program with 25 of the largest carriers, ISPs and portals. Delivered the first carrier trial. Delivered the first corporate account.

3Com/U.S.Robotics/ISDN Systems Corporation 10/93 to 9/97

• **REGIONAL SALES MANAGER, U.S.Robotics/3Com.** - 1996 to 1997

Accomplishments: Member of the Broadband Access Communications business unit. Responsible for acquiring beta, trial and initial customers for U.S.Robotics' xDSL product offerings.

• **CPE ACCOUNT MANAGER, U.S.Robotics**

Accomplishments: Responsible for building relationships with LECs, IXCs, CAPs, ISPs, VANS, and POS networks. Brought these strategic partners on as an additional sales channel.

• **REGIONAL MANAGER / DIRECTOR STRATEGIC ALLIANCE**

ISDN Systems Corporation.

Accomplishments: As second sales resource hired at ISC, I helped the company capture 5th place in the growing ISDN market with a 12% share in 1994. Establishing this market position aided in the sale of the company to U.S.Robotics.

Earlier Career

6/82 to 10/93

Held first sales role at British Telecom. Held technical roles from Systems Engineer to Systems Programmer at such places as Tymnet, Software AG, U.S. House of Representatives, Marriott Corporation, and Riggs National Bank.

EDUCATION:

University of Maryland, University College. Fall 1983 to Spring 1987.
Business Administration.

Computer Learning Center, Springfield, VA. April 1982
Programming.

CONTINUING EDUCATION/TRAINING:

Includes various professional, technical and sales training courses.

BOARDS/MEMBERSHIPS:

1998-Present - **Medical Care for Children Partnership(MCCP) - Co-Chairman, Advisory Council & Resource Development Subcommittee.**
MCCP is a private-public partnership that provides health & dental insurance

to children of the working poor.

2000-Present - **Jewish Federation of Washington - Board Of Directors, Technology Affinity – Co-Chair.** The Jewish Federation of Greater Washington cares for those in need, fosters Jewish engagement and strengthens the Jewish community in Washington, in Israel and throughout the world.