

Brownell Chalstrom

Austin, TX

(512) 524-6660

brownell@chalstrom.com

www.chalstrom.com

EXPERIENCE

three45, Inc., Austin, TX

2007 - 2008

Founder and Chief Executive Officer

three45 was a next generation health-care IT company, automating the exchange of patient information from one office-based physician to another. The three45 HIPAA-compliant, peer-to-peer network securely managed referral process and content and supported targeted, contextual marketing to physicians.

As founder and CEO, duties ranged from sales to fundraising to software development. With limited investment from founders, friends, and family, was able to deploy two versions of the Web-based offering in use by over thirty medical practices in Austin and Baton Rouge. Service was live in May of 2008, but the company ceased operations in September due to lack of additional investment and difficulty getting traction with general practitioners.

Selected accomplishments include:

- Created financial and legal structure of the corporation
- Worked with prospective customers to understand need and define solution
- Sold and deployed solution to all of the medical practices using the system
- Identified and hired software development contractors
- Developed the software along with the co-founding CTO and contractors

Acceller, Inc., Miami, FL

2005 - 2007

Chief Operating Officer and Member of the Board of Directors

Acceller enables customers to compare communications services online, helping drive the adoption of digital products and services in markets beyond broadband including digital voice, digital video, wireless, and a host of content such as music, games and movies. www.acceler.com

Reporting to the CEO, responsible for strategic planning and oversight of day-to-day operations including, engineering, key partner relationships, and business strategy. Articulated business and product strategy and developed tactical plans to address mergers and acquisitions, software development, technology operations and information technology.

Selected accomplishments include:

- Directed change in company structure to be more suitable for growth and acquisition, including transition from S to C corp., creation of an option plan, and implementation of several governance procedures
- Staffed team and led effort to build next-generation software platform for digital services beyond broadband
- Crafted new business strategy: to become the #1 destination on the Internet for digital home services
- Major role in closing deals with key partners including Amazon and Hewlett Packard. These two companies together now account for nearly 20% of revenue
- Helped company grow from \$4M to \$14M in annualized revenue

Avansis Ventures, Reston, VA

2001 - 2005

Venture Partner

Avansis Ventures invests in Mid-Atlantic early-stage technology companies seeking initial capital as well as later-round investment staging. www.avansis.com

Responsible for sourcing investments, due diligence, preparing relevant legal documents, and mentoring executives at portfolio companies.

Selected accomplishments include:

- Sourced two key investments: StoredIQ (www.storediq.com) and Tucana (sold to Northrop Grumman www.northropgrumman.com)
- Served on board of directors of Trust Digital www.trustedigital.com

Independent Consultant

1998 - 2001

Provided a unique blend of technology, market, and business expertise to companies and organizations, no matter the size. Provided consulting services to a wide range of companies including Microsoft Corporation, Polycom, Unisys, Xircom, and others. www.chalstrom.com

Selected engagements from this period include:

DataCore Software www.datacore.com

Reporting to the CEO, served as Vice President of Marketing for a leading independent software vendor specializing in storage control, storage management, and storage consolidation. Brought into the company by investor New Enterprise Associates to focus on go-to-market plans.

Royal Bank of Canada www.royalbank.com

Reporting to the general partner of Royal Bank Ventures defined market and products for a captive internet lending business. RBC is Canada's largest bank as measured by assets and market capitalization and one of North America's leading diversified financial services companies.

PrimeStreet Corporation

Reporting to the CEO, served as VP Engineering and Operations. Built a web-based solution for matching lenders with small business borrowers. No longer in business.

GTE.net, now Verizon.net www.verizon.net

Reporting to general manager of the GTE.net ISP business, improved operational efficiencies and captured, retained and delivered on key partnerships, e.g. Compaq.

Amplitude Software

1996 - 1997

Vice President, Marketing

Amplitude, founded in 1996, was an early web-based business application developer. The company was sold to Critical Path (CPH) in 1997 for a 5X return to investors. www.criticalpath.net

Reporting to the CEO, helped found and build one of the first entirely web-based business applications for scheduling and shared resources. Responsibilities included company positioning, website development, lead generation, public relations, and marketing strategy and execution.

Selected accomplishments include

- Conceived, built, and launched web-based event scheduling product
- Played key role in obtaining venture capital financing from New Enterprise Associates and Menlo Ventures
- Helped close key accounts such as Kraft Foods

JetForm, Ottawa, Ontario, Canada

1995 - 1996

Vice President Marketing and Business Development

JetForm was the leader in electronic form and workflow software, purchasing Symantec's electronic forms division in 1996. In 2001 JetForm (renamed Accelio) and was acquired by Adobe in 2005. www.adobe.com

Reporting to the COO, led the effort to build a workflow engine that is now part of Adobe Lifecycle Server. Managed a staff of 15 with responsibility for product strategy and planning, product management, lead generation, public relations, collateral, and events.

Selected accomplishments include

- Created next generation workflow product – now part of Adobe LiveCycle Server
- Repositioned company's products around a clearer understanding of market segments
- Developed web forms strategy and created strategic partnership with Netscape. www.netscape.com

BLOC Development/F3 Software

1993 - 1995

Vice President Product Development

BLOC's F3 product was a leading forms solution in DOS. The company was sold in 1995 to Standard Register, a leading document services provider. www.standardregister.com

Reported to the CEO and built next generation products for both Windows and Macintosh computers. Responsible for product development and strategy. Positioned the business for spin-out from parent company.

Lotus Development Corporation, Cambridge, MA

1989 - 1993

General Manager, Workgroup Applications Division

Lotus is best known for developing Lotus Notes and the 123, the first commercially successful product on the IBM PC. IBM purchased the company in 1995 for \$3.5 billion. www.ibm.com

General Manager with responsibility for Lotus Notes, reporting to Senior Vice President of Communications Products. Managed a team of 45 employees with responsibility for product management, marketing, product development, developer relations, and VAR programs.

Selected accomplishments include

- Instrumental in taking Lotus Notes from pre-revenue to a \$50 million run rate annualized
- Initiated and facilitated the acquisition cc:Mail by Lotus in 1991
- Broadened workgroup computing strategy – created Notes Alliance Partner Program – now LotusSphere
- Created strategic partnerships with IBM, Kodak, Verity, Action Technologies, and Caere
- Created a third-party products market and VAR channel

Bolt Beranek and Newman (BBN), Cambridge, MA

1979 - 1989

Vice President Network Management Development

BBN is an advanced technology and research and development firm known for pioneering the development of the ARPANET, the forerunner of the Internet. www.bbn.com

Reporting to the President of the BBN Communications Division, managed development groups, product management groups, and consulting groups. Responsible for product development and product management. Developed the system which managed ARPANET throughout the 1980's.

EDUCATION**University of California, Berkeley, CA**

MS Electrical Engineering and Computer Science

1979

Massachusetts Institute of Technology (MIT), Cambridge, MA

SB Civil Engineering

1975

PREVIOUS BOARD MEMBERSHIPS

Trust Digital

StoredIQ (formerly Deepfile)

Acceller

three45