

EDWARD M. ESBER, JR.

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Summary

Over forty years' experience in the computer industry working for IBM, Texas Instruments and as CEO of Ashton Tate and COO of Creative Labs. He was a founder, executive or board member of several startups including VisiCorp, Creative Insights, SoloPoint, Motion Computing, Blue Roads Software, Poqet Computer, iTaggit, Shopping Insight and Pocket.com. As a PC industry pioneer, he pioneered the marketing and distribution of retail, packaged software and developed the marketing strategies for two of the world's best selling PC software packages of the 1980's. He marketed the first spreadsheet, the first office suite and the first Wintel graphical user interface. After pioneering work in personal computer software, he did seminal work on the integration of computers and multimedia at Creative Labs, the integration of computers, toys and learning at Creative Insights, the integration of computers, communication and telephony at SoloPoint, the mobilization of email and internet access at Pocket.com and personal computer mobility first at Poqet Computer and then at Motion Computing, a tablet-PC company. He has served on the board of directors of over thirty public, private and non-profit boards. He currently serves on the board of directors of the Utah State Fund of Funds, Panterra Networks and iTaggit. His education includes a B.S. Computer Engineering from Case Western Reserve University, a M.S. Electrical Engineering from Syracuse University and an MBA from Harvard Business School.

EXPERIENCE



2011-Present

State of

Utah

Salt Lake City, UT

2012-Present

Utah Small Business Growth Initiative

Committee Member

Esber was appointed to a committee of the Utah Small Business Growth Initiative responsible for disbursing about \$15M in stimulus funds. Specifically Esber is on the committee to disburse about \$5M of the stimulus funds to Utah seed funds who will create jobs and stimulate growth in Utah.



2011-Present

Board Member

The Utah Fund of Funds is a \$300 million State of Utah economic development program aimed at providing access of alternative or non-traditional capital to Utah entrepreneurs. The Utah Fund of Funds will not invest money into any company or individual but rather will invest in venture capital and private equity funds that commit to establishing a working relationship with the Utah Fund of Funds, Utah's start-up and business community and commit to making investments in qualifying companies. The Utah Fund of Funds will invest in venture capital and private equity funds located both in Utah and outside Utah.

2011-Present

Park City Angel Network

Park City, UT

The Park City Angels are a newly formed group of accredited investors located in Park City, Utah. The Park City Angels are looking to invest in promising opportunities that can produce significant shareholder return.

1990-Present



Los Altos Hills, CA

The Esber Group was formed in 1990 to meet the consulting needs of technology companies. The Esber Group specializes in mentoring, strategic and marketing consulting for technology companies offering computer, peripheral, software, information or service products in the computer industry. The Esber Group will also make investments in certain companies it works with and is willing to take active chairmanships, interim CEO and other executive positions where appropriate. Clients include Cranks Software, Crosspoint Ventures, Gold Disk Software, INMAC, Lone Wolf, Mentalix, Newtek, Pocket.com, Poqet Computer and WinFormation Software.



1998-Present

The Angels Forum

Palo Alto, CA

The Angels' Forum (TAF) is an early-stage investment organization comprised of 25 private equity investors who are supported by a professional financial services management team. TAF applies the rigor, structure, and portfolio management of traditional venture capital investing to earlier stage angel investing. The private equity investors affiliated with TAF (the "Angels") are all successful business executives and entrepreneurs from diverse backgrounds who share an interest in investing both time, as board members and advisors, and capital in promising early-stage companies.



2006-2009

The Halo Funds

Palo Alto, CA

The Halo Funds ("Halo") are early-stage venture capital funds that focus on high-growth investments at the front edge of business and technological innovation in California. We invest in companies led by extraordinary people who are pursuing opportunities in consumer, information technology, medical technology, and clean technology.

- Co-managing Partner of Halo Fund I (2000-\$25M), Halo Opportunity Fund (2006-\$3.5M), Halo Fund II (2004-\$7.7M) and Halo Fund III (2008-\$7.0M).



1995-Present

Chairman (1998-Present)

Los Gatos, CA

President and CEO, Director (1995-1998)

Recruited to turn around a troubled company. SoloPoint was founded to meet the increased communications needs of mobile, communications dependent individuals by providing state of the art personal communications products that connect people more intelligently. Drove the Company's initial product out the door, recruited a new management team, secured financing and closed a strategic marketing alliance with PacBell (a Regional Bell Operating Company). Integrated Computer, communications and telephony services, leveraging the company's extensive technology, to expand the product line.



1994-1995

Cupertino, CA

Chairman, Founder and CEO

Founder of the first "Computer Toys Company", Creative Insights, Inc., and the "Toy Company of the Computer Age." A Computer Toy is a creative, compelling piece of hardware, which plugs into a standard multimedia personal computer and is aimed at a specific purpose, to be brought to life with equally compelling multimedia software, aimed at the same purpose.



1993-1994

Milpitas, CA

President and COO

When Mr. Esber joined Creative Labs, Inc. it was viewed as a "market laggard", the "current market share leader", not an innovator (MediaVision was viewed as the leader). Creative's intellectual property was not protected; it's relations with Wall Street, the Press and its stockholders had deteriorated; it had few strategic alliances with industry players; there was no product marketing department; no product strategy; no chip strategy; and it had not created a long term strategic plan. Integrated Multimedia technology with computers to establish a leading position in computer peripherals and upgrades.



1984-1991

Torrance, CA

Vice Chairman (1990-1991)

Chairman and CEO/President and CEO (1984-1990)

EVP, Worldwide Sales and Marketing (1984)

Mr. Esber took over Ashton Tate and made it one of the three leading personal computer software companies of its time (The 1980's PC Software Oligopoly of Ashton Tate, Lotus and MicroSoft). He turned dBase into one of the longest running standards in the personal computer software industry and jointly introduced SQL Server with MicroSoft.



1979-1983

San Jose, CA



1978-1979

Lubbock, TX



1974-1978

Poughkeepsie, NY

1972-1974

Digital General Corporation

Cleveland, OH

BOARD OF DIRECTORS

Current: Utah State Fund of Funds, Panterra Networks (2008-Present), iTaggit (2005-Present) and Case Western Reserve University(1988-Present:Now co-chair Emeriti Trustee committee). Past public boards include Quantum, Inc.(OTC: 1988-2011), Pansophic Systems (sold to Computer Associates), Integrated Circuit Systems Technology (sold to Bain & Co), SonicBlue (OTC: 2001-2003) and Activision.

RECOGNITION

AngelsInvestors.org	2001 Angel's Annual Award: Internet/Software
BusinessWeek	"25 Executives to Watch," April 15, 1988.
Computer Reseller News	1985&1986, "Industry's 25 Most Influential Execs."
Esquire Magazine	1986 Register Honoree, Business and Industry.
So Ca Executive	"The Southland's 100 Outstanding Leaders in 1986."
Normandy High School	Inaugural Hall of Fame 2010

EDUCATION

1978	Harvard Business School		MBA, General Management
1976	Syracuse University		MS, Electrical Engineering
1974	Case Western Reserve		BS, Computer Engineering

PERSONAL

Married. Three children. Interests include racquetball, skiing, music, reading, consumer electronics and personal computers.

February 2013