

MARQUIS WHO'S WHO PRESENTS



A LIFETIME OF ACHIEVEMENT

OUR COLLECTION OF PRESTIGIOUS LISTEES

VOLUME III

A Lifetime of Achievement



EXECUTIVE SPOTLIGHT

Edward M. Esber Jr.



Personal Computer Pioneer
Software Company Executive
PARK CITY, UT UNITED STATES

An accomplished listee, Edward M. Esber Jr. celebrates many years' experience in his professional network, and has been noted for achievements, leadership qualities, and the credentials and successes he has accrued in his field. As in all Marquis Who's Who biographical volumes, individuals profiled are selected on the basis of current reference value. Factors such as position, noteworthy accomplishments, visibility, and prominence in a field are all taken into account during the selection process.

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 bestselling PC software packages of the 1980s: VisiCalc and dBase. 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. Mr. Esber began his career in 1974 as an associate engineer at IBM and introduced them to microprocessors and personal computers. He taught their first course in designing with microprocessors. Four years later, he took the position of marketing manager at Texas Instruments followed by a four-year tenure as vice president of marketing and sales for VisiCorp selling the first spreadsheet, VisiCalc, the first office suite and the first graphical operating system, VisiOn. In 1984, he was named executive vice president of marketing and sales for Ashton-Tate.

Mr. Esber would rise within the corporation to hold several prominent leadership roles, including chairman, chief executive officer and president. During this time, he made Aston-Tate, one of the three leading personal computer software companies of its time, advance from about \$43 million in sales to over \$300 million. In 1990, he formed the Esber Group, a technology consulting company. In 1993, he was named president and chief operating officer of Creative Labs, Inc., the industry leader in sound cards and multimedia kits. One year later, he founded Creative Insights, the first computer toys company.

In 1995, Mr. Esber was recruited to help turn around Solo Point and held the positions of president, chief executive officer and chairman

during his three years with the company. In recent years, he has turned his attention toward investing as well as working with his home state of Utah. In 2006, he joined The Halo Funds, a venture capital firm focusing on business and technological innovation.

From 2011 to 2015, Mr. Esber was part of the investing group Park City Angel Network. In 2011, he became a board member of the Utah Capital Investment Corporation, an economic development program aimed at providing access of alternative or non-traditional capital to Utah entrepreneurs. One year later, he joined the committee of the Park City Small Business Growth Initiative.

Prior to embarking on his career path, Mr. Esber received a Bachelor of Science in Computer Engineering from Case Western Reserve University followed by a Master of Science in Electrical Engineering from Syracuse University. He completed his studies by earning a Master of Business Administration from Harvard University.

Mr. Esber is chairman of the board of trustees of the Utah 1033 Foundation, which provides immediate financial support to the families of fallen Utah law enforcement officers. Likewise, he is on the board of directors of the PanTerra Networks: a unified communications company. He is also a member of the Utah Technology Initiative Advisory Board and the Summit County Citizens Advisory Board. He sits on the emeriti trustee committee of Case Western Reserve University. Mr. Esber has previously served on the boards of Quantum, Pansophic Systems, Integrated Circuit Systems Technology, SONICblue and Activision.

Mr. Esber was named one of the 25 Executives to Watch by Businessweek in 1988 and one of the Industry's 25 Most Influential Execs by Computer Reseller News in 1985 and 1986. In light of his exceptional accomplishments, Mr. Esber was selected for inclusion in multiple editions of Who's Who in America, including the 72nd edition, Who's Who in the West, and the 26th edition of Who's Who in Finance and Industry.

In recognition of outstanding contributions to his profession and the Marquis Who's Who community, Mr. Esber has been featured on the Albert Nelson Marquis Lifetime Achievement website. Please visit www.ltachievers.com for more information about this honor. For more information about Edward M. Esber Jr., please visit www.edesber.com.

