

James S. (Jim) Twerdahl

214 South McCadden Place, Los Angeles, California 90004
Office Phone and Fax: 323-931-8538 Mobile: 213-300-8026
E-mail: Jim@Twerdahl.net

Education:

B. A. **Trinity College**, Hartford, Connecticut. Major: economics; minor: fine arts.
M.B.A. **Kellogg School of Management**, Northwestern University Graduate School of Business. Major: marketing; Minor: finance.

PROFESSIONAL WORK EXPERIENCE

Managing Director, James S. Twerdahl & Associates, Inc.

JST&A is engaged in a variety of consulting and investment banking practices. We consult with middle market businesses in all areas of marketing and strategic business planning. We have a particular focus helping to develop go-to-market strategies from product planning and development through distribution and promotion. The investment banking side of our business focuses on capital raising and sell-side M&A activities. We also work as interim managers and coaches to management. As a sub-specialty, the firm works with private equity firms in due diligence and strategic planning for potential acquisitions.

Visit www.TwerdahlAssoc.com.

Currently:

Chairman-elect:

Perimetrics, LLC, developer of a new dental health screening device.

Board Advisor:

Previvo, LLC, developer of technology for the treatment of genetic disease.

Dental Evolutions, LLC, developer of new dental implant technologies.

Giga Watt, Inc., developer of solar technology to allow light poles to produce power for the grid.

Neosonik Audio, Inc., manufacturer of wireless audio and video systems for the home theater market.

www.Neosonik.com

Building Safety Solutions, Inc., developer of online life safety software. www.BSSnet.com

Partner, T-Link (Hong Kong) Ltd., a company that assists U.S. manufacturers, distributors and retailers source and control the quality of products sourced in China and other Asian countries. www.tlinkhk.com

Prior Experience:

Chairman and CEO, Coloramics, LLC (Mayco Colors, Inc.), Hilliard, Ohio.

Manufacturer of glazes, paints and accessories for the craft, hobby, school and art markets. Full P&L responsibility from acquisition in 1989 through sale in 2001. Highly leveraged company turned from weak number three in industry to strong number two.

- Reversed declining sales trend in a declining industry.
- Acquired key competitor to reduce burden absorption and gain market share.
- Diversified product offerings and added new divisions.
- Created new market sector of which we became leaders and which added 35% to annual sales.
- Created industry's first e-commerce site.
- Founded industry trade shows and association. Awarded the first Lifetime Achievement Award by the Contemporary Ceramic Studios Association.
- Consolidated all manufacturing facilities in one plant in Columbus, Ohio, with new computer and manufacturing systems.

President, Marantz Company, Inc., Chatsworth, California, and Vice President of Parent, Dynascan / Cobra Corporation (NASDAQ) Chicago, Illinois.

Marantz is a manufacturer of high fidelity audio and video components and systems. Turnaround from \$8 million loss to near break-even in first year, by reducing staff, cutting occupancy costs, focusing on higher margin product lines, and eliminating low margin customers. Assumed responsibility for Cobra/Dynascan's M&A activities. Identified, made offers and completed due diligence on proposed acquisitions.

President, Fertility and Genetics Research Inc., Chicago.

FGR was a publicly traded (Pink Sheets), development stage medical technology company formed to market a UCLA-developed treatment for female infertility. Created all initial operating plans; negotiated joint ventures with three leading hospitals. Company on plan when new technology obsoleted patented process weakening company's long term prospects.

**President, JBL Incorporated (James B. Lansing Sound Co.), and
Senior V.P. & Director, Harman International Industries, (NYSE), Northridge, CA.**

JBL is manufacturer of loudspeakers and electronics for the home high fidelity and professional audio markets. Harman, JBL's parent, is diversified holding company for consumer, professional and automotive electronics firms. Turnaround from \$3 million loss to \$1 million profit in two years as sales grew from \$50 to \$70 million. Substantially increased sales in international markets and in the professional sound division. Marketed the "Ford/JBL Sound System" to the Ford Motor Company, generating \$60 million in sales to a sister OEM division in the first full year of sales.

**Chief Executive Officer, Jensen Sound Laboratories, Schiller Park, Illinois, and
Group Vice President Consumer Products, International Jensen, Inc.**

International Jensen was a \$150 million division of Esmark, and then Beatrice Foods, manufacturing consumer electronics. Sales of Jensen Sound Labs grew from \$18 million to \$110 million during six-year tenure. Created "buzz" marketing for the company's Triax Car Stereo Speaker and in two years became the industry share leader in loudspeakers. Created the industry's first in-car "receiver", initiating the industry trend to high end audio products for the car. Initiated and closed the acquisition of Discwasher, Inc., a manufacturer of audio accessories.

Other Interests:

Chair, Board of Trustees, The House Ear Institute, Los Angeles, California.

The House Ear Institute is the world's leading medical research organization for hearing related diseases and disorders. HEI and the related House Ear Clinic have developed dozens of surgical procedures to advance the state of the art in hearing medicine. The Institute developed the cochlear implant, the brainstem implant, and other devices to aid hearing impaired patients. In the past ten years HEI has developed the field's best cell and molecular biology program which is now the largest area of research at the Institute. Served two three year terms as Chair of the Institute's Board.

Instructor, Loyola Marymount Graduate School of Business

Course taught: MBAC 662, Product and Brand Management, Fall Term, 2008

Seminar Instructor, Executive Education Program, Marshall School of Business, University of Southern California

- Excelling in Product Lifecycle Management; an advanced two day seminar dealing with product management from inception through obsolescence.

Publications

- "Taking the Mystery from Product Naming", July 25, 2005, Interbrand's *Brandchannel.com*.
- "Product Naming", October 2005, *Innova*, European Journal of Food Innovation.
- Chapter on Product Naming, Product Development Management Association, *ToolBook III*, 2008.
- "Taking the Mystery from Product Naming", Chapter in *Product Launch Management: Concepts and Cases*, ICFAI University Press, 2006.
- "Lack Marketing Depth? Form a Marketing Advisory Board", August, 2006, *Brandchannel.com*.

Other Interests, Continued:

* Indicates currently involved.

Industry organizations

Governor/Executive Committee Member, Electronics Industries Association

Director and Division Chairman, Consumer Electronics Association.

Chairman and Co-Founder, Committee of Car Audio Manufacturers.

President and Treasurer, Car Audio Specialists Association (CASA).

Founding Sponsor & Director, Contemporary Ceramic Studios Association.

- Awarded the Association's first "Lifetime Achievement Award", August, 2001.

Founder, Ceramics 2000.

* Member, Provisors, Professional Networking Group; Executive Committee, Los Angeles II Chapter; Group Leader, Distributors and Manufacturers Affinity Group.

*Member, Los Angeles Business Advisory Council

*Member, Cal-Link, a cooperative of professionals to aid Asian businesses in the U.S. market.

Member, The ACA Group of operations business consultants.

*Member, Alliance of Merger and Acquisition Advisors.

Civic, business and charitable organizations

*Vice Chair and former Chair, Board of Trustees, House Ear Institute, the leading medical research organization for hearing and related diseases and disorders.

Advisory Board, Broad CIRM Center for Regenerative Medicine and Stem Cell Research at USC.

Several Offices, Young Presidents' Organization (YPO).

Executive Committee and Chapter Ambassador, World Presidents' Organization. (WPO);

- * Chair WPO Committee to mentor members of the Entrepreneur's Association.

YPO-G, Young Presidents' Organization Graduates.

Member, National Association of Corporate Directors.

* Session Chair, California Club Executive Forum; Member Tournaments Committee.

Director, Los Angeles Tennis Club

Director, Los Angeles Music Center's "In the Wings".

Board Member, St. James' Episcopal School.

Steering Committee Member, National Public Radio.

Corporate Boards (in addition to those of companies for whom I have worked)

Ocutronics, LLC, developer of a low cost retinal camera for diagnosis of diabetic retinopathy.

Neosonik, Inc., developer of wireless home theater and high fidelity loudspeakers.

Building Safety Solutions, Inc., information technology for the commercial real estate industry.

San-it-Safe, Inc., manufacturer of a home sanitizing appliance.

Access Smart, LLC, developer of smartcard based computer security and identity theft prevention software.

Voikex, LLC, manufacturer of products to assist expectant mothers in monitoring their pregnancies.

Delivriion, Inc., food delivery dot-com start-up.

Metal Box International, Inc., manufacturer of sheet metal tool boxes and point of purchase displays.

Communication Innovations Corporation, owner of nationwide paging license.

Comfort Center Stores, Inc., the largest retailer of mattresses in the Western U.S.

Compact Industries, Inc., coffee packaging and distribution.

Expert Witness

Cases dealing with the marketing and distribution of consumer products, mergers and acquisitions, contractual disputes, trademark and trade dress and general business topics. Completed ERI Distance Learning Center's "Preparing for Expert Witness Testimony", 2007.