

**Michael R. Bolcerek**  
3033 Buchanan St.  
San Francisco, CA 94123  
415-351-2999 (H)  
415-505-0354 (C)  
e-mail: [michael@bolcerek.com](mailto:michael@bolcerek.com)  
twitter: [@bolcerek](https://twitter.com/bolcerek)



**QUALIFICATIONS:** 20 years of management and financial experience with publicly traded and privately funded high technology companies including digital music technology, software licensing, intellectual property licensing, computer hardware and peripherals. Completed over \$100M in M&A. Managed both high growth, and downsizing finance environments. Developed and executed business models in licensing, e-commerce, subscriptions, and services. Drove sales through innovative financial products, performance measurement and compensation schemes, rationalized operations to reduce costs, and increased asset performance. Actively managed financial teams for SEC reporting, GAAP compliance, operational and strategic models and controls. Public speaker with media appearances on CBS, Bloomberg, CNN, CNBC, CSPAN, and quoted extensively in national and regional newspapers and magazines.

**EXPERIENCE:**

**Aristole International, Inc.**  
9/08 – Current  
San Francisco, CA

**SVP of Business Development**  
**Company Business: Online Age and Identity Verification**

- Responsible for Entertainment Markets (Video Games, Gambling, Movies, Social Networks) Internationally
- Managing over \$1M in existing accounts and \$1M in new revenue
- Certified Service for use in UK with British Board of Film Classification

**FieldReport, Inc.**  
12/07 – 8/08  
San Francisco, CA

**COO Founder**  
**Company Business: Internet Destination for first person storytelling**

- Raised over \$1M in Seed Round of Financing
- Design and development of concept from creation to production website

**Poker Players Alliance**  
2/06 – 8/07  
San Francisco, CA

**President**  
**Company Business: Political Advocacy for Poker Players**

- Drove not-for-profit organization from zero to over 600K members in just over one year.
- Managed IT, Website, and Marketing Groups in largely outsourced environment.
- Directed PR activity and became the “one voice for poker” in politics
- Noted spokesperson on internet poker and politics: CBS, CNN, Bloomberg, CNBC, CSPAN and numerous print and internet outlets
- Responsible for lobbying to members of Congress and in managing lobbying team. Testified at State Level: Texas.

**Cornice, Inc.**  
4/05 – 9/05  
Boulder, CO

**Interim CFO**  
**Company Business: Micro-HDDs for Consumer Electronics**

- Supported raising of Series D \$75M round, venture debt and bank lines
- Finalized 2004 Audit and Audit Committee
- Managed Company’s Financial and Strategic Analysis  
Additional Areas of Responsibility: Board Interaction and Reporting, FAS 123

**BionT Tech, Inc.**  
3/03 – 3/05  
Atlanta, GA

**CFO, Founder**  
**Company Business: Detection Systems for Explosive, Chemical, Biological Agents**

- Raised Angel funds to test technology with TSA for GA Tech Spin-out
- Developed customer prospects, including UPS, Federal Express, California Highway Patrol
- Developed Company’s Market, Financial and Corporate Presentation; Recruited Top Level Advisory Board  
Additional Areas of Responsibility: IP Strategy

**Liquid Audio, Inc.**  
4/01 – 2/03  
Redwood City, CA

**CFO, Senior Vice-President**  
**Company Business: On-line Secure Music Service Provider**

- Responsible for financial and operational activities of Publicly traded software company
- Increased Market Cap over 50% from \$40M to \$62M through aggressive cost reduction
- Responsible for Company's Financial and Strategic planning processes and reporting.
- Areas of Responsibility: Public Market Interaction, Internal and SEC Reporting, Strategic and Operational Models
- Key member of Executive Team; Board Interaction; Legal Activities; M&A Activities

**Mongomusic.com**  
6/00 – 10/00  
Redwood City, CA

**COO, VP of Finance**  
**Company Business: On-line Music Service Provider**

- With CEO, negotiated and completed sale of Company to Microsoft for \$75M
- Led Company's sales, marketing, and engineering efforts enabling greater execution of long and short term objectives.
- Responsible for Company's Financial and Strategic planning processes and reporting.
- Led Business Development initiatives with Yahoo!, Amazon, and Microsoft.

**Consulting**  
1/99 – 2/01

**Informative.com**  
12/00 – 2/01

**Consultant - CFO**

**Company Business: CRM Online Survey ASP**

- 
- 

Negotiated and finalized sale of the company to Cahoots!  
Corrected Financial Statements in accordance with GAAP in preparation for acquisition

**NapaStyle.com**  
12/99 – 4/00

**Consultant – CFO**

**Company Business: B-2-C Cooking Portal**

- Developed Financial Model for media driven B-2-C E-Commerce Business; Company funded.

**Ebusinessanywhere.com**

**Consultant – CFO**

**Company Business: Wireless Integration Software**

10/99 – 2/00

- Developed Strategic Business Model for 2<sup>nd</sup> round financing.

**ViewSonic, Inc.**

**Consultant – Strategic Alliances**

8/99 – 6/00

**Company Business: Display Manufacturer**

- Financial Due Diligence for Strategic Acquisitions in Internet, Internet Appliance, Display ASICs (\$100M Fund)
- Key Player in New Venture Strategic Group, reporting to Company President, COO

**StandardMedical.com**

**CFO, COO**

5/99 – 6/00

**Company Business: Business to Business E-Commerce – Medical Supplies**

- Authored Private Placement Memorandum and Strategic Business Plan
- Raised \$500K in Seed Capital

**Micron Electronics, Inc.**

**Consultant – Acting Corporate Controller**

Boise, ID

**Company Size: \$1.4B**

1/99 – 4/99

**Company Business: PC Manufacturer**

- Managed 10Q and 10K Completion using Oracle Financials
- Assisted with implementation of New Tax Structure

**Spatializer Audio Laboratories Inc.**  
Woodland Hills, CA  
6/97 - 9/98

**President, Chief Financial Officer, VP of Finance**

**Company Size: \$2.7M**

**Company Business: Technology Licensing, Intellectual Property**

- As President, managed and directed the Company's sound licensing business.
  - Developed Spatializer's DVD product strategy positioning the company's N-2-2 multi-channel 3-D positional sound product as the leading solution for the Consumer Electronics Marketplace.
  - Brought on new sales leadership to aggressively target new license opportunities. Signed new licensing deals with Toshiba, ESS Technologies, C-Cube and Apple.
  - Refocused Engineering to deliver 2 new products in 6 months: Encompass 2.0 and a headphones version of N-2-2.
  - Average Qtr. To Qtr. Growth: 30%. First 2 profitable quarters in subsidiary's history.
- As CFO responsible for managing the financial and administrative activities of a publicly traded company.
  - Areas of Management: Investor and financial press interaction. Audit Activities. Human Resources. Budget and Control. Banking and Financing. SEC Reporting.
  - Raised \$3M in Private Placement Equity Offering.

**Novadigm, Inc.**  
San Francisco, CA  
1/97 - 5/97

**Consultant - Acting Corporate Controller**  
**Company Size: \$25M**  
**Company Business: Software**

- Responsible for controlling the financial activities of a publicly traded software company. Managed quarterly and annual close and SEC reporting processes.

**Nokia Display Products, Inc.**  
Sausalito, CA  
6/95 - 7/96

**Controller**  
**Company Size: \$100M**  
**Company Business: Hardware Distribution - Computer Monitors**

- Reporting to the President, Directed the Finance and Administration function of a sales & marketing subsidiary of Nokia Group, a \$8.5B Finnish high technology company
- Established GAAP accounting financial controls over \$40M of assets; reduced asset losses by 5%
- Developed product line, market and channel competitive analysis enabling better product pricing (increased sales mgn. 2%)

**Axil Computer, Inc.**  
Santa Clara, CA  
1/94 - 3/95

**Acting CFO, Treasurer**  
**Company Size: \$50M**  
**Company Business: Hardware Manufacturer - Computer Workstations**

- As **Acting CFO**, reported to the President, responsible for finance department (15 person) of spun-off subsidiary of Hyundai Electronics: Manufacturer of Sparc compatible workstations and servers. Direct reports: General Accounting., Cost Accounting., Planning & Treasury
- As **Treasurer**, established and managed banking relationship; negotiated initial bank line of credit - \$20M.

**NeXT Computer, Inc.**  
Redwood City, CA  
12/91 - 12/93

**Assistant Treasurer, Manager of US Treasury Operations**  
**Company Size: \$100M**  
**Company Business: Hardware Manufacturer - Software Developer**

- As **Asst. Treasurer** directed Treasury Group as NeXT transitioned from a manufacturer of hardware to a software only company based upon the NeXT object oriented operating system NeXTStep.
  - Created consolidated Intl. and Dom. cash management and reporting combining multi-currency, and multi-bank data
- As **Manager of US Treasury Operations**, managed NeXT's \$20M Credit Borrowing Facility

**Oracle Corporation**  
Redwood City, CA  
2/87 - 11/91

**Leasing Sales Manager, Credit Manager, Manager Contract Admin.**  
**Company Size: From \$100M to \$1.2B**  
**Company Business: Software - Database Management**

- **Leasing Sales Manager**, Co-founded and Created Oracle Leasing with Treasurer. Introduced the concept of "Software-Only Leasing" representing \$100M of associated revenue.
  - Created marketing material and documentation and managed funding/credit relationships
  - Responsible for US Commercial & OEM Financing Sales; Over 100% Quota final 7 Qtrs.;
  - \$5M per Qtr. Avg. Developed and implemented Market-Specific Leasing Programs
- **Credit Manager**, managed Credit and Collections Department for US Regions.
- As **Manager, Contracts Administration**, created and managed Contracts Administration Dept.

**Computer Composition Intl.**  
Northridge, CA  
5/85 - 12/86

**Director of Finance and Administration**  
**Company Size: \$10M**  
**Company Business: Hardware Manu. - Computer Publishing Systems**

#### EDUCATION:

Brown University

B.A. Economics '84