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## RONALD P. YOUNG

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439 Wellesley Avenue, Mill Valley, California, 94941 415.601.3227 415.381.9FAX  
*ron.young@sbcglobal.net*

### ***Professional Biography***

Recognized, award winning entrepreneur with a technical-marketer's drive for product innovation, a packaged goods marketer's nose for branding and differentiation and a retail marketer's ability to achieve immediate results. Over 30 years of experience creating brands and building market share in high tech and consumer products and services. Proven track record in all aspects of marketing including: consumer motivation, naming and branding, advertising, sales promotion, PR, sports marketing as well as large public and community attracting events. Demonstrated ability to raise capital, recruit and lead strong teams, exceed objectives, generate market excitement and sales. Known for mastery of marketing, continuous innovation, savvy business intuition and an inspirational, yet accessible, management style. Identified as an effective industry and public spokesman, having made hundreds of successful presentations at trade shows, public events and private clubs nationwide.

**Founder and CEO, *Met-Net Communications*:** (4/03-11/05) Founded this innovative metro Ethernet service provider which combines the latest advances in optical Ethernet, MPLS and related technologies with an innovative business model and a seasoned team of Metro Ethernet professionals. Raised \$4.4 million in private equity, recruited team and built this data communications network from zero to deployment in two markets delivering smoothly-scalable and affordable Metro Ethernet services with carrier class SLA's to Fortune 500 customers in 15 months. For the last two years, Met-Net was a finalist in the Service Provider of the Year Awards.

**Chief Marketing Officer, *Cisco Routing Technology Group* (formerly *Procket Networks*):** (4/02-4/03) Without revealing any strategic details about the products or services of this "still in stealth mode" company, generated considerable name recognition and industry buzz about this hardware and routing-wizardry shop, before Cisco bought it. "One of Silicon Valley's stealthiest and hottest startups," *Light Reading*; "...generating a great deal of buzz," *Network World*.

**Founding Chairman of the Board, *Metro Ethernet Forum*:** (6/01-Present) Founded this world-wide telecom industry alliance <http://www.networkworld.com/news/2001/0612mef.html>. Grew the Forum to over 70 member companies, including all of the major telecommunications service providers and equipment vendors in the world. Accomplished industry-wide agreements on the Metro Ethernet Services Model, Definition of Services, Technical Specifications, etc. Established a formal relationship with the ITU (the International Telecommunications Union - the largest telecom standards body on earth), organized and hosted ITU Forum Summit <http://www.thisdayonline.com/archive/2003/08/14/20030814comm08.html> the largest ever gathering of telecom forum chiefs. Networking bible *Light Reading* has recognized Metro Ethernet as the "Top Technology Trend" in the telecommunications world in two of the last four years, including **2002** "Ethernet Gains Ground in Access Networks" [http://www.lightreading.com/document.asp?doc\\_id=26508](http://www.lightreading.com/document.asp?doc_id=26508) and again in **2005** "Carrier Ethernet Gone Wild": [http://www.lightreading.com/document.asp?doc\\_id=86135](http://www.lightreading.com/document.asp?doc_id=86135).

**Co-Founder & Chief Marketing Officer, *Yipes Communications*:** <http://www.yipes.com/> (6/99-4/02) Responsible for all Marketing (strategy, naming, branding, advertising, market research/positioning, analyst/public relations & sales promo), Sales and Business Development, supervising 75 people. Defined and became the chief evangelist of Metro Ethernet, now the fastest growing category of data services for enterprises, leveraging Ethernet and fiber optics.

Grew customer base from first trial to prestigious customers in 21 major U.S. markets, including American Express, CBS Sports, Chicago Stock Exchange, Federal Reserve Bank and Quaker Oats, exiting 2001 with an \$18 million revenue run-rate. Pioneered breakthrough web-based, self-service, bandwidth dial, providing customers with instantly scalable (3 seconds) Ethernet bandwidth at half the cost of incumbent's legacy services. Helped raise \$343 million in four rounds of private equity. In first two years, this start-up was featured or mentioned over 2,000 times by major media including: the CNBC, Business Week, Forbes, Fortune, New York Times, Red Herring (listed Yipes #1 among their "Top 10 Private Companies"), Wall Street Journal and won more (15) awards than any other company in telecommunications <http://www.ron-young.com/awards.htm>.

**Vice President, Marketing and Sales, Nokia High Speed Access Products (formerly Diamond Lane Communications):** (6/97-6/99) Introduced the first DSL (DSLAM) equipment to be commercially deployed America. Closed company's first sale and grew revenues to \$8.9 million in 1998 (when named to *Red Herring's* "Top 100 Private Companies") and \$68 million in 1999. Initiated development and launched SDSL and IDSL product lines (now over 80% of units sold) and through partnerships created the broadest selection of CPE (Customer Premise Equipment) in the industry. Participated in the successful sale of the business to Nokia for \$125 million.

**President, Innovative Management Services:** (6/88-6/97) Founded this 50 person marketing services firm focused on assisting Fortune 100 companies with new product development, launches and other ways to leverage their broad distribution channels. Created and implemented multiple product development and marketing programs for major telecommunications equipment companies and service providers. New products and services launched include LAN, Transparent LAN and Frame Relay deployed in partnership with leading technology vendors including Cisco, Intel and Novell and service providers including AT&T, SBC (formerly Pacific Bell) and Qwest (formerly the Interprise Division of USWEST), involving over 100,000 employees and generating over \$850 million in client revenue during 24 assignments over seven years. Completed a series of major projects for billionaire and America's Cup winner Bill Koch, including a nation-wide marketing study among Corporations and Wealthy Individuals to increase America's Cup sponsorship; an international PR campaign "Ask Yourself What's Best for America's Cup" featuring client's achievements as "a reformer" and raising his public approval ratings; and the first ever Woman's Team to compete for America's Cup, further boosting public approval, quadrupling corporate sponsorship and securing client "a place in history."

**Senior Vice President, Marketing, Electronic Arts:** (1/88-6/88) Responsible for all Marketing including Advertising, Retail Sales Promotion, PR and Packaging. Developed and introduced the first "box-shaped" software packaging format, replacing the old "record album" packaging as the new industry standard. Tripled on-shelf facings at retail, which helped sustain a 100+% year-over-year revenue growth in this computer gaming company, now the largest in the world.

**President, Pointline CAD:** (1/87-1/88) Introduced the first PC-based 3-D solid modeling and fly-through software in the CAD (Computer Aided Design) industry. Directed the development and introduction of the PLUDI (Point Line Universal Device Interface) saving man-years of programming time while broadening compatibility from 2% to 80% of the hardware market. Defined and effectively marketed to 10 new vertical segments. Launched a 3<sup>rd</sup> Party Software Developers Program which increased the number of programmers working on our platform ten-fold. While Executive Vice President of Sales and Marketing developed a new customer/reseller distribution program doubling domestic sales and selling our first products into Japan and Korea.

**General Manager, The Golden Gate Challenge for America's Cup '87:** (6/85-1/87) Created and directed the sports-marketing, PR and funding campaigns that raised \$8.7 million from

individuals and corporations including AT&T (formerly Pacific Telesis), Bank of America, Buick, Coca Cola, Cray Research, Robert Mondavi, Duraflame and Domaine Chandon for San Francisco's 1<sup>st</sup> ever challenge for America's Cup. Recruited and coordinated over 2,000 volunteers. Particularly proud of the placement of Pacific Telesis' new logo on the racing yacht's hull & spinnaker in exchange for a (largest to that time America's Cup) sponsorship of \$1.5 million. Broadened the design team to include non-traditional technologists, including aerodynamists and computational physicists who designed and built "USA" the world's first bow-ruddered boat, broadly hailed as the most innovative design in America's Cup history. Her technological descendants are now the fastest displacement sailboats on earth and hold the Trans-Atlantic, Trans-Pacific and 'Round the World records.

**President, Solutions, Inc:** (3/74-6/85) Founded this advertising and marketing services firm which was the recipient of over 50 creative awards while serving a broad range of prestigious and Fortune 100 clients, including Anchor Steam Beer, Apple Computer, AT&T, Bank of America, Wells Fargo Bank, Crown Zellerbach, Disney, Levi's, Pacific Telesis & USWEST.

**Director Of Creative Services – Thom McAn Stores, Division of Melville:** (9/69-3/74) Converted \$10 million advertising account into captive in-house ad agency saving approximately \$1 million in commissions annually. Directed all advertising, sales promotion, merchandising & marketing research for largest division of \$2 billion specialty retailing company which developed, acquired and operated nationally recognized chains such as Thom McAn (shoes), Foxmore Casuals (women's clothing), Chess King (young men's clothing) and CVS (health and beauty aids). Introduced new type of Creative Sessions comprised of both customers and retail sales personnel, which generated new product ideas and customer service procedures.

**Director of Advertising, PR & In-House Brands – CVS Stores, Division of Melville:** Directed (award-winning) advertising, in-store display, sales promotion, PR and product management of family of 60 private label products for this fastest growing (one new store every five days) division of Melville. Introduced the first re-fillable plastic bottle in America and the first unit-pricing in the drug industry.

**Account Executive of the Levi's account, FCB Advertising:** (5/65-9/69) Directed all advertising and sales promotion for this premier brand. Initiated a series of "company firsts," including the first national radio and television advertising campaigns, while winning major advertising awards, including a CLIO. Created and launched retail cross-promotion programs with other national brands that expanded retail footprint, increased exposure to customers and grew sales. Produced the multi-media introduction to retail buyers of "Levi's for Women," recognized at the time as the most successful product launch in the garment industry.

**Marketing Research Analyst, FCB Advertising:** Designed and administered a broad spectrum of marketing research assignments for Procter & Gamble, Clorox, C&H Sugar, McKesson, United Vintners, Levi's, Henry Weinhard beer and Bank of California, measuring: advertising effectiveness, brand loyalty, consumer motivation, logo design and label effectiveness, taste and other preferences. Employed a range of methodologies, including day-after recall and other telephone survey testing, focus groups, retail shelf tilt-tests, tachistoscope testing, unconscious measuring devices (pulse-rate, pupil-dilation and Galvanic Skin Response) and mainframe computer "matrix-modeling" for new product development. For Bank of California, tested and introduced a new "Suburban retail" branch environment which increased repeat business of female customers by eliminating metal-barred teller windows and replacing loud marble floors with carpeting – a precursor to what is now standard in branch banking nation-wide.

## **ADDENDUM**

### **CORPORATE DIRECTORSHIP:**

**West Marine Products**, Member of the Board of Directors – (1993-1997). At \$700 million in revenue, this NASDAQ listed company is the world's leading provider of Recreational Boating Equipment and Supplies.

### **SPEAKING ENGAGEMENTS** (technical, industry evangelism, motivational and yachting oriented):

**Trade Shows and Conferences:** Conference presentations include COMDEX, COMNET, IEC NCF, Network+Interop, Opticon, Internet World, NGN, SUPERnet, Gigabit Ethernet conferences, ISPCON, San Francisco Boat Show, Alameda Boat Show.

**Corporate:** AT&T, US WEST, Pacific Telesis and Wells Fargo Bank as well as San Francisco, Oakland and other Chambers of Commerce.

**University Clubs:** Dartmouth Club, Harvard Club (both in NYC and Boston), Yale Club, MIT Club, Princeton Club, University of Chicago Club, San Francisco State University, California State at Hayward and many others.

**Yacht Clubs:** St. Francis, New York, San Francisco, Chicago, San Diego, Sausalito, Los Angeles, Metropolitan, Encinal, Sacramento, among others.

**Service Clubs:** Kiwanis, Lion's, Optimist, Rotary and others.

### **PROFESSIONAL AND CORPORATE TECHNOLOGY AWARDS:**

**Over 50 Creative and Advertising Awards** for Copywriting, Art Direction, Graphic Design and Creative Direction, including: ADDY, Andy, American Advertising Federation, Boston Ad Club, CLIO, Communication Arts, GRAPHIS, LA Art Directors, LA Illustrators, SF Society of Communicating Artists and West Coast Art Directors, among others. **Product of the Year and Technology Awards** by America's Network, Computerworld, Enterprise Systems, Inter@ctive Week, The Net Economy, Network Magazine, Red Herring, tele.com, Telephony and Upside magazines, as well as COMNET, NetWorld + Interop, SuperComm and World Communication Awards.

### **MEDIA APPEARANCES:**

**Television:** Nightly Business Report, KRON, KPIX, KGO, KTVU, KCRA, KOVR, KICU, KOFY, KBHK, KTXL and 3 Aussie networks.

**Radio:** KGO, KCBS, KQED, KNBR, KFRC, KYA and others.

**Newspaper:** NY Times, Washington Post, USA Today, San Francisco Chronicle, San Francisco Examiner, San Francisco Business Times, LA Times, San Jose Mercury News, Marin Independent Journal, Contra Costa Times and many others.

**Trade Media:** Network World, America's Network, Business Communications Review, Board Watch, InfoWorld, Telecommunications, Telephony, Red Herring, Sailing World, Latitude 38, Santana and many more.

### **SPORTS AND COACHING ACTIVITIES:**

40 years of competitive sailboat racing and cruising in the Pacific (Hawaii, Tahiti & Australia), Atlantic (both sides), Mediterranean, Caribbean and Mexico. Tactician, Second Place International One Design World Championships, Glasgow, Scotland. Three term Chairman International One Design Class (second oldest keel-boat class in the World). Winner Santana 35 Class in SF National, SF Bay and Ocean Championships. Coached Little League (City Champions), Youth Basketball, Soccer and Olympic Sailing.

### **COMMUNITY SERVICE:**

**Youth Soccer.** Three term President of the 30 year old Mill Valley Soccer Club. During tenure, this [501(c)(3)] non-profit Foundation doubled in size to 1,400 children (plus over 2,500 parents) becoming one of the largest in Northern California. During each year, recorded all-time-highs in: Enrollment, Revenue, Profits, Cash Reserves and Player Activities. Expanded Club into several new disciplines and events including: "Micro Soccer" for fun, efficient training of the youngest players; "Adult Teams" became role models; Founded annual local Jamborees and (with 3,000 participants) the 2<sup>nd</sup> largest youth soccer tournament in Northern California; Opening Day Soccer Festivals; Memorial Day Parades and Celebrations. Received the highest rating (A+) available from the CYSA (California Youth Soccer Association). Lead and Co-funded a joint venture with the city of Mill Valley and other youth sports organizations to raise \$800,000+ and built Marin County's first new soccer fields in 20 years.

**YMCA Indian Princesses (Fathers and Daughters) Program:** Served two terms as Longhouse Chief of the three Nations and 85 Tribes serving Marin County. Improved parental participation rate, upgraded support provided by the YMCA, including: PC-based Roster and Tribe Management tools, facilitated recruitment of Chiefs and Volunteers to the program.

### **PUBLIC EXHIBITIONS AND EVENTS:**

Executive Producer of **GigE Conference featuring Yipes World** - Intel sponsored this 2 day conference, 45 paying exhibitors & 1,500 paying attendees. Created and Produced the **SF International Kite Festival** six times annually, the last of these day-long events drew 35,000 attendees to the SF Marina Green. Co-Executive Producer of the **SF International Art Deco Exhibition** – a 5-day long event including Deco Exhibitors from across America, Daily Deco Fashion Show, a Deco Film Festival of 40 rare films and a sold-out Art Deco Ball. The event drew 40,000 paid attendees. Produced the **San Francisco Bay Challenge** and the **Alameda America's Cup Festival**, drawing 20,000+ spectators to the first racing of America's Cup yachts on San Francisco Bay.

### **MEMBERSHIPS:**

**St. Francis Yacht Club:** *Committee Chairmanships* – Long Range Planning, Marketing, Tuesday Yachtsmen's Luncheon, Lighthouse Talks and New Member Development; *Vice Chairman* – Membership; *Active Member* – many other Committees.

**San Francisco Yacht Club:** *Active Member* – Growth & Usage, House, Annual Meeting Committees. **Transpac Yacht Club.**