# Christopher Langdon

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## *Executive Summary*

**Senior E-Commerce Executive (CEO/CTO/VP)** with over 20 years of experience launching and overseeing the profitable growth and strategic marketing success of global technology organizations including McAfee.com, Netscape, and Accentuator Systems. Extensive marketing and business development experience with heavy emphasis on deal-making throughout Seattle, Boston, and Silicon Valley. Recognized expertise in electronic commerce, product development, and capital formation (over $9M in equity funding secured) for innovative technology startup entities. Consummate strategic thinker and team builder.

## *Areas of Expertise*

- **Executive Leadership** (P&L Responsibility, Idea Execution, Growth Planning, Board Relations)
- **Business Development** (Deal Architecture & Negotiation, Legal Structure, Strategic Partnerships)
- **Marketing** (MarComm, Business Intelligence, B2C/B2B Advertising, Branding, Channel Marketing)
- **Electronic Commerce** (Usability, Logistics, Metrics, Security, Promotion)
- **New Product Development** (Engineering Team Leadership, IP Protection, Entrepreneurial Thinking)
- **Financial Strategy & Capital Formation** (Equity Funding, Roadshows, Venture Capital)

## *Career History & Accomplishments*

### **Accentuator Systems, Inc.** (2002-2004) www.accentuator-systems.com

PRESIDENT & CEO

*Created PrismView Spatial 3D System. Developed technology and channel partnerships, secured funding, developed first system and application sales, developed manufacturing process, increased shareholder value, and developed world-class operations/engineering team. Responsible for commercializing unique 3D hardware and software technology.*

- Developed sales pipeline and sold $1M in systems, services, and applications.
- Raised over $9M in equity capital.
- Established PrismView brand and Spatial 3D positioning, enhancing industry reputation by winning Product of the Year awards from the World Imaging Institute in 2002 and 2003.
- Closed deals with major clients including Johnson & Johnson, SaudiAramco, and Nissho.

### **HealthCache, Inc.** (2000-2001) www.healthcache.com

EXECUTIVE VICE PRESIDENT, BUSINESS DEVELOPMENT, MARKETING & PRODUCT

*Created HealthCache branding and product architecture, resulting in the first effective integration of mobile medical applications. Responsible for product specification, marketing, alliance building, and deal making for all HealthCache products. Managed new product development, pricing and sales promotion.*

- Developed and introduced the HealthCache platform and application portfolio. Created new "portfolio selling" concept to incorporate free client distribution and middleware sales into the medical enterprise.
- Implemented improved promotion/penetration tactics for core HealthCache accounts.
- Developed key technology and distribution partnerships with Cerner & IBM.
- Created unique research method to guide new product development.

### **Medicalogic, Inc.** (1999-2000: acquired by GE Med. Systems & WebMD) www.medicalogic.com

SENIOR VICE PRESIDENT, BUSINESS DEVELOPMENT, M & A AND MARKETING

*Developed the online product and services strategy that yielded IPO.*

- Developed, positioned, and introduced the Logician Internet and held responsibility for all product adoption, revenue generation, and value chain activities.
- Led acquisitions of Medscape, TotalEMed, and MobileMD.

- Founder of security consortium to develop industry-standard online physician credentials.
- Built business development strategy and architecture for integrating over 20 partners into the company's Internet-based digital health record systems.
- Represented the company to investors, the media, and industry experts in pre-IPO tour.

**McAfee.com** (1998-1999) www.mcafee.com

DIRECTOR, ELECTRONIC COMMERCE

*Developed first Internet-based Application Service Provider, anti-virus, and computer utility tools site. Responsible for development of McAfee.com launch including branding, user interface design, download, web partnership integration, online advertising, subscription interface, and revenue.*

- Launched McAfee.com in six (6) weeks from initial start date.
- Increased revenues by 900%.
- Developed and managed a team of sixteen (16) web designers, programmers, and engineers.

**Netscape Communications, Inc.** (1995-1998: acquired by AOL) www.netscape.com

GROUP MANAGER, ELECTRONIC COMMERCE & ACTING VP, CUSTOMER MARKETING

*Developed and managed all direct online sales and partnerships.*

- Led all corporate design, engineering, product placement, user interface, and distribution functions.
- Responsible for all Netscape online customer service activities, product downloads (200,000,000+), online advertising placements, and "plug-in" partnership formation efforts.
- Responsible for all Netscape branded products including books (4 publishers, $7M per year) and logoed merchandise ($3M per year).
- Increased revenues from $800,000 in 1995 to over $25M in 1997.

**Xentel, Inc.** (1994-1995: Toronto: XDM-X) www.xentel.com

VICE PRESIDENT WORLDWIDE SALES & MARKETING (MAGELLAN INTERACTIVE DIVISION)

*Developed integrated electronic commerce solutions (CD-ROM and Internet).*

- Published three (3) CD catalogs and sold/distributed 2+ million individual application discs.
- Integrated CD-ROM catalog into Internet sites.
- Sold over $1M in catalog listings and creative services to Tier 1 consumer product companies.
- Customer list: Lands End, Spiegel, Eddie Bauer, GM, 1-800 Flowers, Hermes.

**IBM Canada, Ltd.** (1993) www.ibm.com

MANAGER, VALUE-ADDED RESELLER CHANNEL

*Developed primary research on and database of VARs in the Oil & Gas Market.*

- Identified and recruited "best of breed" VAR in Canadian Market.
- Increased VAR sales of IBM products by 400%.
- Developed first Canadian Infomercial for PC sales.

**GASLAND Oil, Ltd.** (1990-1992: acquired by Husky Energy) www.huskyenergy.ca

VICE PRESIDENT MARKETING & DISTRIBUTION

*Managed retail network of 108 gas stations and 3 bulk plants.*

- Responsible for negotiating refined product/lubricant agreements with Texaco, Chevron, and Shell Oil.
- Developed Goody's-brand Convenience Stores (26 in network) franchise and Bubble Machine-brand carwashes (18 in network) franchise.
- Responsible for all pricing, operator contracts, over-the-road equipment, Teamsters contract, operational plans, franchise agreements, rents, and training.
- Increased revenue, including income from non-traditional sources, from $18M in 1990 to $60M+ in 1993.