

Curriculum Vitae
David A. Altounian Ph.D.
Austin, Texas

Professional Profile:

- Accomplished career in the technology industry focused on marketing and executive strategy.
- Strong entrepreneurial experience both in corporate entrepreneurship and new venture creation.
- Extensive experience in senior management roles including CEO, COO, and marketing management positions.
- Experienced teacher at the graduate and undergraduate level in new venture creation and marketing.
- Good communicator with strong planning, organization, and leadership skills.

Education:

Ph.D. in Business Administration, Executive Research, Oklahoma State University, Spears School of Business, Tulsa, Oklahoma, Research Focus: Entrepreneurship, December 2014

MBA, Northwestern University, Kellogg School of Management, Evanston, Illinois, 2007

B.S., Business Administration, California Coast University, Santa Ana, California, 1993

Academic Honors and Awards:

Nominated, Outstanding Adjunct Faculty Award, St. Edward's University, School of Management and Business. Austin, Texas. 2012-2013

Selected, Doctoral Consortium, Third International Conference on Engaged Management Scholarship. Atlanta, Georgia. September 2013

Beta Gamma Sigma International Honor Society, December 2014

Golden Key Honor Society, December 2013

Academic / Teaching Experience:

Assistant Professor of Entrepreneurship, St. Edward's University, School of Management and Business, Austin, Texas. 2013 to Present

Adjunct Professor, St. Edward's University, Austin, Texas, 2008 to 2013

- Taught New Venture Creation and Digital Marketing courses to undergraduate students in the Digital Media Management Program (DMM).
- Taught Digital Marketing and Branding courses to graduate students in the Digital MBA Program (DMBA).

Academic Papers:

"Casual or Committed Users? Understanding the Factors that Drive Deeper Engagement on User Generated Content Sites", PhD Dissertation, Published September 2014.

"Goal Development Theories and the Use of Terminal Goals In Organizational Goal

Setting". Working Paper

"Understanding ePayment Risks – Mining eBay SEC disclosures for clues" – Working Paper with Lawrence Trautman

Conference Proceedings Introduction, Fourth International Conference on Engaged Management. Proceedings Co-Chair. <http://ssrn.com/abstract=2552598>

Academic Conferences:

Society for Marketing Advances Conference, Orlando, Florida, November 2012

USASBE Annual Conference, San Francisco, California, January 2013

Academy of Management Annual Conference, Orlando, Florida, August 2013

Third International Conference on Engaged Management, Atlanta, Georgia, September 2013

USASBE Annual Conference, Fort Worth, Texas, January 2014

Academy of Marketing Sciences, Indianapolis, Indiana May 2014

Academy of Management, Philadelphia, Pennsylvania, August 2014

Fourth International Conference on Engaged Management, Tulsa, Oklahoma, September 2014

USASBE Annual Conference, Tampa Bay, Florida, January 2015

"Casual or Committed Users? A Conceptual Model for Understanding Engagement in User Generated Content Sites", In development, accepted for presentation at the Third International Conference on Engaged Management, Atlanta, Georgia, September 2013

"Casual or Committed Users? Understanding the Factors that Drive Deeper Engagement on User Generated Content Sites", Academy of Marketing Sciences Conference 2014, Indianapolis, Indiana

"Understanding the Customer Journey" Special Session Chair, Academy of Marketing Sciences Conference 2014, Indianapolis, Indiana (paper above presented during this session)

Co-Chair, Fourth International Conference on Engaged Management, Tulsa, Oklahoma. September 2014

"Goal Development Theories and the Use of Terminal Goals In Organizational Goal Setting". Accepted for presentation at Fourth International Conference on Engaged Management, Tulsa, Oklahoma, September 2014
http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2553323

Academic Service:

Reviewer, 2013 Academy of Management Conference, ENT and TIM Section Paper Reviewer

Reviewer, Doctoral Consortium Submission, Third International Conference on Engaged Management, Atlanta, Georgia, September, 2013

Reviewer, Academy of Management Conference, ENT Division, August, 2014

Reviewer, Fourth International Conference on Engaged Management, Tulsa, Oklahoma, September, 2014

Reviewer, USASBE Conference, January 2015

Editorial Board Member, Engaged Management Review, Case Western Reserve 2014 – Current

Co-Chair, USASBE Venture Finance SIG Current

Professional Work Experience:

Founder, Chairman, CEO, Motion Computing, Austin, Texas, July 2008 - October 2012

Returned to the company as COO in July 2008 to lead a turn-around effort at the request of the company's board of directors. Managed the restructuring of the balance sheet and debt structure as well as drove organizational changes to improve the financial condition of the company, resulting in a return to profitability and revenue growth. Named CEO in January of 2009.

Founder, CEO, iTaggit Inc., Austin, Texas, January 2006 - June 2008

Founded a Web 2.0 company focused on providing organization, valuation, and showcasing tools for collectors and dealers while a student at Kellogg School of Management. Created the business plan and led the team through the Series A funding round. Raised \$2M in Seed and Series A capital.

Founder, COO, Motion Computing, Austin, Texas, September 2001 - January 2006

Founded a startup company developing Tablet PC hardware and software products for the vertical marketplace. Formed the founding team and developed the core business strategy. Led the marketing and development teams as well as the strategic partnerships with the manufacturing partners and technology providers. As founder I was a member of the board of directors.

Various Management Roles, Dell Computer Corporation, Austin, Texas, August 1994 - December 2000

August 1999 – December 2000

Director, New Product Concepts, Dell Labs

Managed the technology team responsible for evaluating new emerging technologies and products for the Personal Systems Product Group. Responsible for the development of technical, business, and financial due diligence of new product opportunities as well as participating in the development of long term technology strategies for Dell's client product businesses.

November 1996 – August 1999

General Manager, Precision Workstation Line of Business (LOB), Europe

Director, WW Product Marketing, Precision Workstation Division

Based in Bracknell, UK, managed the marketing, finance, and operations team responsible for Dell's Workstation products in Dell EMEA (Europe, Middle East, and Africa) region.

August 1994 - November 1996

Director, WW Product Marketing, Portables Division

Managed the product marketing team responsible for the planning and management of Dell's portable computer products in Dell's central product group.

Director, Third-Party Business Development, Motorola Inc., Wireless Data Group, Schaumburg, Illinois, January 1992 - August 1994

Managed the joint venture opportunities with strategic third parties to support emerging personal wireless communications products.

Manager, ISHV Relations/Industry Marketing, Compaq Computer Corp., Houston, Texas, April 1989 - January 1992

Managed a department of approximately 20 staff responsible for maintaining engineering and marketing relationships with key industry vendors.

Business Development Manager, Ashton-Tate Corporation, Torrance, California, March 1987 - April 1989

Responsible for managing a department consisting of Product Analysts and a Contracts Administrator. Responsible for management of acquisitions, mergers, and licensing of products and technologies for incorporation into the Ashton-Tate product lines.

Staff Consultant, Ernst & Whinney, Los Angeles, California, 1983 - March 1987

Worked as a staff consultant in the Western Region office in the Information Systems Group. Assigned to projects that required strong technical leadership with new technologies.

Professional Education Programs:

Advanced Executive Program (AEP), Northwestern University, Kellogg School of Management, Evanston, Illinois, 2005

Leadership Development Program (LDP), Center for Creative Leadership, San Diego, California, March 1999

Civic, Professional, and Board Roles:

Partner, Capital Factory, Austin, Texas
May 2013 - Current

Advisory Board Member, St. Edward's University, School of Business and Management, Austin, Texas
2003 - 2013

Board Member, Texas Association of Business, Austin, Texas
2011 – 2014 (term limits)

Technology Committee Member, Texas Association of Business, Austin, Texas
2011 - Current

Board Member, Austin Technology Council, Austin, Texas
2009 – Current

Board Member, Ticketbud LLC, Austin Texas
2014 - Current

Board Member, Motion Computing, Austin, Texas
September 2001 - June 2006 and July 2008 - October 2012

Board Member, LetsGel Inc, A Consumer Products Company, Austin, Texas
2006 - 2009

Commissioner, President (2003-2005), Travis County Emergency Services District #9, Austin, Texas, Board of Commissioners
2001 - 2005

Board Member, Knowbility, Accessibility Non-Profit, Austin, Texas
Past Board Member

Board Member, Austin Social Vendor Partners, Social Venture Non-Profit, Austin, Texas
Past Board Member

Board Member, Girl Scouts Lone Star Council, Austin, Texas
Past Board Member

General Publications:

"4 Reasons to Rethink Entrepreneurship Education" – Huffington Post. February 2015

"Redefining Entrepreneurship – 4 Common Myths Debunked" – Huffington Post. May, 2014

"The Wireless Software Gap - challenges facing software developers in the area of wireless communications", Article, Author, Software Magazine, January 1993

"Quick and Easy Macintosh Guide for MS-DOS Users", Rusel DeMaria and David Altounian, Book Co-Author, Ashton-Tate Press, 1989

"Financial Information Systems Manual", 1987 Update Edition
Contributing Author, Chapter, Warren, Gorham, and Lamont, 1987

General Conference Presentations:

"Entrepreneurial Education – Addressing Four Myths" – Panel Participant, SXSW Edu 2015, March 2015

Other:

Named inventor on 10 issued patents to date:

- 8,156,105 Rapid item data entry for physical items in the control of a user in an item data management server
- 8,065,385 Transferring information and records via a data structure for a physical item in the control of a user
- 8,005,874 Data tag creation from a physical item data record to be attached to a physical item
- 7,859,550 Item data management over a data network for physical items in the control of a user
- 7,523,132 Data tag creation from a physical item data record to be attached to a physical item
- 7,434,076 Device and method for wireless communication selection and control
- 6,914,197 Flexible circuit board for tablet computing device
- D506,195 Tablet personal computer
- 6,856,506 Tablet computing device with three-dimensional docking support
- D480,730 Expansion base for a slate or tablet type computing device

Professional Affiliations:

Academy of Management, Member, Current
Society for Marketing Advances, Member, Current
U.S. Association for Entrepreneurship and Small Business, Member, Current
Academy of Marketing Sciences, Member, Current