

Kenneth S Rother
954 Coddington Rd
Ithaca, NY 14850
Cell: 201-925-2927
ken.rother@gmail.com

Work Experience

- Jan 20 – Present **Exotanium** Ithaca, NY
Board Member
- Advise on corporate strategy
- Jul 17 – Present **NSF/Cornell** Ithaca, NY
National I-Corps instructor
- Core instructor for I-Corps 7-week national program
 - Instructor and trainer Cornell Regional I-Corps program
- Jan 15 – Present **REV** Ithaca, NY
Director Rev Ithaca Startup works & Director Hardware Entrepreneurship programs
- Responsible for incubator programs
 - Design and deliver Prototyping and Manufacturing program
 - Mentor startups from ideation through launch, fund raising, and scaling
- Oct/13 – Present **Cornell University** Ithaca, NY
Visiting Lecturer, Johnson Business School
- Managing Director eLab - NBA6230 & NBA 6330 Actualizing your startup I & II
 - NBA 6860 Startup Learning Series
 - NBA 5380 The Business Idea Factory
 - NBA 6910 Physical Product Entrepreneurship
 - CEMBA Student team coach Innovation and New Venture Creation
- Sept/13 – Present **Launch NY** Buffalo & Ithaca, NY
Investment Committee/Entrepreneur In Residence/ EIR trainer
- Review investment opportunities
 - Mentor startups and existing businesses to enable growth and create upstate New York jobs
 - Train Launch NY EIRs
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- Mar/13 – Present **Cayuga Venture Fund** Ithaca, NY
Venture Partner (PT)
- Participate in investment process from taking initial pitch through due diligence and continuing board oversight
 - Board member and observer
- Aug/13 – May/14 **Wicked Device LLC** Ithaca, NY
COO & Advisor (PT)
- Work with founders on operational planning, product development, marketing and sales strategy
- Aug/2007 – Dec/2012 **Discovery Communications** Silver Spring, MD
Joined Discovery via acquisition of TreeHugger.com (see below)
- SVP Technology, Digital Media* New York, NY
- Responsible for strategy, execution of technology platforms for all online client experiences
 - Reorganized staff from central services model into multidisciplinary teams and implemented standard methodology
 - Consolidation of and standardization of platforms
- VP Interactive Media*
- Responsible for post acquisition integration of TreeHugger (see below)
 - Responsible for content, traffic, design, and technology for several large Discovery web
 - Worked with ad sales to develop custom client solutions such as producing two original short-form video series

Jan/2007 – July/2007 **TreeHugger.com** New York, NY
President & COO

- Responsible for revenue, partnerships, legal, finance, administration, staffing, product, and technology
- Successful sale of TreeHugger to Discovery Communications

Oct/2004 – Dec/2006 Ridgewood, NJ

- Took a break from full time employment to be a full time stay-at-home father.

Jul 1998 – Oct/2004 **Bowne Global Solutions/Immersant** Toronto, ON &

Joined Bowne via acquisition of Mountain Lake Software Corp (see below)

SVP & CIO/CTO – Localization & Translation Division

New York, N.Y.

- Responsible for R&D/IT strategic planning and execution, including product development and deployment
- Develop market positioning for technology-based services, key account sales
- Participated in the successful diligence and integration of 2 acquired companies

Chief Technology Officer – Internet Consulting Division

- Responsible for R&D/IT strategic planning, and
- Key account sales and partnerships
- Instituted architectural standards and practices

VP Operations – Internet Consulting Division

- Joined Bowne via acquisition of Mountain Lake Software (see below)
- Responsible for all client consulting projects & key account sales
- Integration of 5 acquisitions in four cities
- Restructured consulting model from functionally centered to interdisciplinary project team-based

Jun/1994 – Jul/1998 **Mountain Lake Software Corp.** Toronto, ON

Co-founder/Partner

- Logical Conclusions integrated into Mountain Lake
 - Grew annual revenue from \$0 to \$4.5M/year and staff from 3 to 30 over a 4-year period
 - Managed all aspects of business; sales process, marketing, financing, human resources, infrastructure
 - Recruited external advisory board
 - Structured partnership - business plan, shareholders agreement, and employee incentive program
 - Successfully negotiated sale of Mountain Lake to Bowne Internet Solutions

Early Career:

Mar/1992 – Jun/1994	Logical Conclusions Software	Toronto, ON
Apr/1991 – Mar/1992	Alias Research	Toronto, ON
Jun/1989 – Apr/1991	Reuters Information Systems	Toronto, ON
Jun/1988 – Jun/1989	Toronto Stock Exchange	Toronto, ON
Feb/1982 – Jun/1988	Matrox Electronics	Montreal, PQ
Jan/1979 – Feb/1982	SBL Systems	Montreal, PQ

Education:

DEC Pure & Applied Science	1979 - Dawson College Montreal, PQ
B. Computer Science	1982 – incomplete, Concordia University Montreal PQ

Personal Interests:

downhill & cross-country skiing, canoe trips, cycling

Intersection of desktop manufacturing, design, crowd funding, IOT, electronics, small-scale manufacturing and the renaissance of hardware entrepreneurship