

MICHAEL R. MOORE

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SENIOR MANAGEMENT IN OPERATIONS/BUSINESS DEVELOPMENT

SUMMARY OF QUALIFICATIONS

Broad hands-on innovative leadership driving a start-up high tech company to \$42M in less than 4 years by developing a customer base and an infrastructure to support products and services to large telecoms. Implemented strategies to penetrate a national market, provided the technical expertise and services needed to generate a strong bottom line and positioned the company for both future growth and diversification. Combined astute business acumen with the technical experience and software development skills to enable the company to meet any demands placed on it. Very skilled and comfortable in Operations, Marketing and Business Development roles with prior exposure in a Fortune 1000 automotive products company in Marketing and product development. Mentored and developed talented people and built a streamlined organization that reacted to a changing business climate. MBA from St. Joseph's University and BSEE from Temple University. Live in the Philadelphia metro area and free to travel as required.

**> P&L Responsibility > Drives Revenue and Profits > Process Re-Engineering
> Business Software Systems > Strategic Planning > Relationship Building**

SELECTED ACHIEVEMENTS

- **Invented** the Budget Model Workbook (BMW), an MS Excel macro driven software application designed to provide customers with real-time quotes instantly after completion of an initial walk-thru. This resulted in the company doing firm price contracts only which increased net income by 15% and decreased project management costs by 50%
- **Reshaped** company culture thru development of an Operating manual that met ISO 9000/2 standards and educated employees in performance issues. It increased margins by 30% and helped make the company lean and mean.
- **Organized** and managed a nationwide sales group which was able to penetrate a market resulting in five highly sought after accounts with contracts over \$1M annually.
- **Developed** strategies to increase customer loyalty among highly volatile telecoms while reducing customer concentration issues. This program resulted in no single customer representing more than 46% of total revenues (down from 95%). Contracts signed with the bigs, Verizon, SBC-AT&T, Bellsouth, Alpha/Comcast, T-Mobile and Qwest.
- **Designed** and implemented the Virtual Project Management System (VPM) to allow both internal and external customers to see in real-time the status of their projects. This firmly positioned the company as the industry leader of these services within the telecommunications industry.
- **Spearheaded** the development of a workforce training program when spiraling growth meant the need for new employees quickly. Developed a training facility to allow prospective employees an opportunity to prove their skills on live working equipment. This resulted in a workforce increase of 20% generating an increase in revenue of 50%.

PROFESSIONAL EXPERIENCE

XALT ENERGY — FORMERLY KNOWN AS DOW KOKAM MIDLAND MI July 2012-Present
An Original Equipment Manufacturer (OEM) of Lithium Ion Battery Cells, Packs and Energy Storage Solutions for Transportation, Military and Industrial Stationary & Motive Power Applications.

Global Commercial Sales Leader April 2013-Present

- Responsible for generating large business to business accounts with Williams F1 and BAE Systems worth over \$45 million in revenue over the next 3 years.
- Built and repaired key customer accounts including marine, transportation, telecom – UPS - data centers, motive power and power distribution end-users (Corvus, Emerson, Eaton, New Flyer, Coca-Cola, Gillig, Proterra, United Parcel Service to name a few).
- Designed battery sizing tool to allow end-users the ability to size their customized duty cycles yielding real-time quotes with total cost of ownership value propositions and detailed deliverables.
- Authored business model for sales pricing and gross margin goals.
- Engaged in new product development task force 'Tiger' team to get products into the market as quickly as possible.
- Managed total business relationship with customers and end-users including delivery, warranty, payment terms and collections.

Industrial Sales & Marketing Manager July 2012-April 2013

- Responsible for growing the Industrial Sales at Dow Kokam. In 2012, sold over \$2,500,000 of Lithium Ion – NMC Batteries to the Energy Storage System (ESS) market.
- Engineer projects and Manage customer/end-user relationships, to ensure projects maintain promise dates for energy storage applications.
- Develop the companies Total Cost of Ownership (TCO) models as well as the value propositions when selling Lithium-Ion vs. Incumbent Lead Acid Technology.
- Negotiated contracts with customers and end-users.
- Build nationwide manufacturers representative to assist with the sales and services of the DK product lines.
- Developed a computer sizing program to allow customers/end-users to size their battery applications with all product's lines presented based on design margin to actual load duty cycle.
- Engineered all product performance characteristics to match Lead Acid standards. Tables available based on different end voltages for various duration of time in Watts/cell and Constant Current (Amps)

MOORE & MOORE SOLUTIONS, INC. (MMSI) PHOENIXVILLE PA 2006-Present
An MWBE General Contractor Providing Engineer, Furnish and Install on Industrial and Residential Properties

Co-Founder/Director of Operations

- Primarily use this company to keep my Electrical Contractor and Master Electrician Licenses active.
- Sold engineering and maintenance solutions to the Utility companies (Con Ed, Duke Power, San Diego Gas & Electric and PGE).
- Work with customers to ensure project meets applicable codes for NEC and Local, while providing the most cost effective solution with respect to any possible future growth.
- Engineer projects and Manage relationships with local inspectors, to ensure projects maintain promise dates with no change in scope from original quotation.
- Implemented a quotation tool to ensure proper parts are ordered prior to crew deployments and inventory is pulled prior to purchasing new materials.

- Negotiated contracts with customers and outsourced providers.

Michael R. Moore

Page 3

INTERNATIONAL BATTERY, INC. ALLENTOWN PA 2011-2012
An ISO9000 manufacturer of Large AH Format Prismatic Lithium Iron Phosphate (LFP) Battery Cell Technology for Military, Residential and Industrial applications.

Director of Sales & Marketing

- Responsible for company Sales and Marketing.
- Built sales channels with power distribution OEMs to pull the energy storage battery requirements through the total package sales cycle.
- Developed the company's value propositions for selling against Lead (Pb) Acid Technology, Sodium Sulfur and Small AH Cylindrical cells.
 - Applications: Motive Power, Military, Stationary, Marine & Gas & Oil
- Establish product's performance characteristics.
- Developed and trained customers and co-workers on features, benefits and proper operation of Lithium Iron Phosphate (LFP) batteries in service.

NAX POWER, INC. BROOMALL PA 2010-2011
Engineered, Furnished and Installed Telecommunication Build out and Power Plant Augments with revenues exceeding \$1M in less than 1 year of operations.

Co-Owner, Founder and VP of Operations

- Responsible for building and managing operations and field services.
- Performed warranty repair work for all the major battery OEMs.
- Developed the company's value propositions to ensure end-user reliability is 99.999.
- Establish the company's partner/outsourced organizations to assist with various phases of construction.
- Managed multiple projects at once to ensure they were on-time, on budget and with acceptable quality as approved by the final end-user - Comcast.

C&D TECHNOLOGIES, INC. (NYSE: CHP) BLUE BELL PA 2008-2010
A worldwide leader in stationary Industrial battery solutions with revenues exceeding \$360M

Director of Customer Solutions

- Responsible for Worldwide Warranty Support, Field Service, Design Engineering, Customer Service and Application Engineering.
- Designed and implemented various process flows to improve quality of service with more consistent deliverables.
- Managed multi-million dollar engineer, furnish and install projects on time and on budget with high customer satisfaction.
- Developed strong working relationships with outstanding customer retention.

UNIVERSAL SOLUTIONS, INC. (USI) AURORA CO 1996-2006
Engineered, Furnished and Installed Power Products with revenues exceeding \$42M

Co-Founder/President/CEO

- Navigated the company to increase market share and higher efficiency through both the good and the bad times. The only non-OEM company with established contracts with all 4 Regional Bell Operating Companies.
- Developed the budgets, deployment strategies and implementation schedules on various size projects from \$10,000 to \$30,000,000 in nationwide telecommunications construction programs.

- Authored and implemented the company's business plan which resulted in significant revenue and profit growth since 1996, including annual sales revenue above \$42,000,000.00.

Michael R. Moore

Page 4

- Expert at business to business sales and development. Initiated new business development and maintained relationships with major clients. Customer list included SBC/AT&T, Verizon, Qwest, Comcast, Level 3, T-Mobile, Verizon Wireless, Ciena, Fujitsu, Bellsouth and more.
- Organized and managed a nationwide service team of over 300 employees including field installers, project managers, accountants, design engineers and sales.
- Negotiated contracts with customers, vendors and the union workforce.
- Engineering standards followed Telcordia's GR-1502 or end-user specified.
- Installation Standards followed Telcordia's GR-1275 or end-user specified.

YUASA-EXIDE, INC. (EXIDE CORPORATION-ENERSYS) READING PA 1990-1996
Largest industrial battery manufacturer worldwide with 21 facilities and customers in 100 countries

Marketing Manager

Applications/Product Engineer

- Developed and implemented the company's five-year marketing plan which resulted in a ten percent increase in market share and a twenty-five percent increase in revenue. Designed and implemented strategies and programs to further penetrate an already mature market.
- Responsible for new product development and product improvement both in a technical engineering role and in a marketing role.
- Introduced educational and training seminars for a growing sales force that needed to gain product knowledge and sales techniques.
- Translated customer needs into cost-effective systems solutions that enhanced relationships and built revenues.
- Coached, counseled and developed new sales representatives
- Established all motive power and stationary application electrical performance characteristics. Including "S" curvers, recharge efficiency, Tafel Curves, UL Testing, NEMA Cycle Life, Bellcore/Telecordia and accelerated aging.

EDUCATION

ST JOSEPH'S UNIVERSITY PHILADELPHIA PA 1995
Masters in Business Administration (MBA) Information Systems/Marketing

TEMPLE UNIVERSITY PHILADELPHIA PA 1990
Bachelors of Science: Electrical Engineering (BSEE)

Licensed Electrical Contractor in AZ, CO, CA and Philadelphia, PA.

With Reciprocal Agreements with: WA, OR, UT, ND, MT, MN,

Passed the Nationwide www.ICCsafe.org Electrical Contractor Examination, which is accepted by the following States: AL, AR, GA, ID, IL, IN, IA, KS, KY, LA, MS, MO, NE, NV, NH, OH, SD, TN, TX, DC and WY.

Additional Reciprocal Agreements through the [ICCsafe.org](http://www.ICCsafe.org) with: NC, SC, MA and WV.

PUBLICATIONS

- Power Quality 1993 Proceedings – Valve-Regulated Lead Acid (VRLA) vs. Flooded Cell Lead Acid Technologies – Copyright 1993 – Power Quality Magazine
- Intelec.org 1995 Proceedings – Real-Time Capacity Prediction and Uncertainty for VRLA Products: A Manufacturer's Perspective – Copyright 1995 IEEE
- Intelec.org 2002 Proceedings – Real-Time Capacity Prediction and Uncertainty for VRLA Products: A Customer's [End User] Perspective – Copyright 2002 IEEE
- Intelec.org 2004 Proceedings – Real-Time Expected Life and Capacity on VRLA and Flooded Products – Unraveling the Predicting Code – Copyright 2004 IEEE
- Intelec.org 2006 Proceedings – AC/DC Power Plant Architecture – Bulk vs. Distributive – Copyright 2006 IEEE

PROFESSIONAL PROFICIENCIES

MSOffice AutoCAD Visio Act AccPac Primavera-P3e/c MExchange Excel Macro Basic
MSProject Sage MySQL PHP Oracle Adobe Master Collection Windows OS Apple OS