

J&J Consulting

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Objective: J&J Consulting is an action-oriented consulting firm specializing in working in the high technology field with emerging companies or mature companies needing to refocus to achieve revenue growth and profitability.

Consulting

Recent Activities

U-Start Business Incubator, Schenectady, NY

As Executive Director, proposed and is implementing an operating and strategic plan to enhance the viability of the not-for-profit organization

Permutronics P!: Developed the business plan and led the team in presentations to angel investors and venture capital firms to raise start-up funds for this high performance computing start-up. Obtained commitments for angel and state funding, but the founders decided not to go forward.

Acceleron Systems: Advised on the development of software and made introductions to CIOs for this professional consulting/systems integrator in the area of IT security and Patriot Act compliance. Their particular focus is on tools to help companies ensure that their vendors are securing customer data.

Xcelerix Technologies: a decade-old company with an in-memory data base product that has just exited Chapter 7. Advised them to reposition the product as a front end to leading data bases where benchmarks show orders of magnitude response time improvements. Introduced the company to system vendors. The product which runs on Unix, Linux and Apple System 10 is now selling.

Berkshire Arts and Technology Charter School: a new school serving grades 6 - 12 focused on preparing all students for college. Laptops to be provided for each student on a wireless network with broadband internet access. Assisted in defining the network infrastructure and vendor selection.

Prior experience

Business refocusing, including product, marketing and organizational alignment to the revised strategic plan.

Safeguard Scientific: reviewed the products, architectures and development processes of two of their companies against market

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needs and competition. Result: companies will be merged to leverage strengths of each and reduce burn rate.

Adapttec: led a viability study to determine if there was a network hardware product business in which they could compete.

Identified a niche; client decided to go forward.

IBM: transformed \$2.5B networking hardware division with mature SNA/token ring products; launched ATM/Ethernet “disruptive” technologies to reverse years of revenue decline.

Merlin Technologies: restructured the financial, product, and marketing strategies of this physical security company; strengthened the business plan and improved revenue growth 50% quarter over quarter.

CrossComm: refocused \$50M network routing business on emerging ATM technology

Mergers, acquisitions, divestitures and partnerships

Cabletron: restructured and sold a global professional services division; improved the holding company’s financial picture and strategic focus.

Compaq: integrated four previously acquired niche technology providers to penetrate the networking space; leveraged channels to achieve #2 share behind 3Com in NICs and hubs. Expanded solutions by partnering with major software vendors e.g. Microsoft, Oracle, SAP.

Digital: partnered with Bell South to form Optus, Australia’s alternative telephone company. Created partnerships with other product companies to provide a broader solution for customers. Assisted sales efforts by forming executive partnerships in key accounts such as GTE, NTT, P&G & NYNEX. Partnered with Xerox and Intel to drive defacto standard for Ethernet LANS.

Corporation for Open Systems: assisted in the formation of a cross-industry testing organization and served as Vice-Chair.

Operational management, including P&L, product development, manufacturing, marketing & sales.

Exodus: advised company during start-up mode on future networking product purchases that would permit large scale operations; recommendations implemented.

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Digital: grew the global Networking & Telecommunications business unit 75% to world leadership position with \$3.5 billion revenue.

Used innovative marketing techniques to grow the LAN/WAN product business from \$195m in 1984 to \$1 billion in 1987 with 40% market share and 20% profit.

Led the development of the VAX/VMS product line to drive 25% year over year revenue growth; initiated a QA program to reduce problem reports & increase customer satisfaction.

CrossComm: reduced offerings 33%; cut product cost 25%; delivered 10% quarter/quarter growth.

Cymbia: developed a product architecture concept to protect Cymbia's IP while participating in third party software sales.

Education:	BJ holds Masters Degrees in Business Administration and Electrical Engineering from Northeastern and a BSEE from Penn State University.
Board experience	BJ served on the board and chaired the audit committee of NETsilicon, served as Chair of the Board of Merlin prior to becoming CEO and on the advisory board of a start-up, Cymbia. He was Vice Chairman of the Corporation for Open Systems. He has been on the Advisory Board of the Leonard Center at Penn State University for 12 years and served on advisory boards at Northeastern and Babson.
Awards	BJ was selected as one of the " <i>25 Most Influential and Industry Visionary</i> " by Communications Week in 1990. He was honored as an <i>Alumni Fellow</i> by Penn State in 1985 and received the <i>NASA Achievement Award</i> for the Apollo project in 1969.
Organizations	Consulting Alliance, Albany, NY