

J. Kevin Williams

Curriculum Vitae—October 2016

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Education

- MBA—The University of Texas at Austin—Technology Management/Entrepreneurship—May 1994.
- BBA—North Texas State University—Information Systems/Accounting—August 1977.

Positions

- January 2003 – Present Senior Lecturer, The University of Texas at Austin

Develop and teach a range of courses for the MBA, undergraduate and Executive Education programs at the McCombs School of Business. Courses developed include “Innovations in Business Marketing: The Creation of Value” and “High Tech Marketing” for the full-time MBA program; “Topics in Strategic Marketing” for the MS, Marketing and DFW and Evening MBA programs; “Marketing Policies” for graduating marketing majors (the capstone course); “Integrative Capstone” course for Dallas and Houston MBA programs. IC² and international teaching includes sessions for ESADE (Spain), MSSTC (Poland), BEPC (China), CIBER (Brazil and China), and TechBA (Mexico). I also teach in open enrollment programs and in custom engagements for companies such as Rackspace and BMC Software.

- September 2004—August 2005 Lecturer, Texas State University

Taught undergraduate marketing courses and developed and taught an MBA marketing elective in strategic marketing.

● March 2000—May 2005 Venture Partner, ARCH Venture Partners

ARCH is a leading venture capital fund with over \$1 billion under management and a long history of building companies that emerge from universities. As a Venture Partner I helped source, evaluate and manage early stage technology investments. In some cases, I took interim management roles within portfolio companies. I've also been active on the screening committees and speaking panels of a number of venture conferences.

● August 1998—March 2000 New Venture Consulting

Focused on technology sector, early stage companies that needed help refining their business plans and closing financing. Examples:

- seedstage.com – a network of local angels, executives and entrepreneurs that helps early stage technology companies raise 1st round financing.
- Living.com – an eCommerce furniture business. Negotiated and closed the acquisition of a \$20M furniture store and helped with the raising and closing of \$15M financing.
- Thinkwell, Inc. – an Internet based educational product for undergraduate students. Advised the CEO on financing strategies and coached team on investor presentations.
- Intelligent Technologies Corporation – creates neural network software to detect insurance fraud. Helped prepare them for a venture conference (investor presentation).
- Ozone Technology Inc. – an ozone water treatment technology company selling to municipal water suppliers. Developed business plan and financing strategy.

● May 1996—August 1998 COO, Sandefer Capital Partners, LP

SCP, LP is a \$500 million private equity investment fund associated with Ziff Brothers Investments. As COO, I reported directly to the Founder/CEO, Jeff Sandefer, who recruited me to setup and manage all operational aspects of SCP. Responsibilities and accomplishments:

- Negotiated and closed a \$7.4 million investment in Aghorn Oil & Gas, LTD in Odessa, TX. Helped arrange \$6.5 million in financing from Bankers Trust, set up the reporting and administrative infrastructure and harvested the investment after 18 months. Chaired the Board of Directors.
- Negotiated and handled multiple closes to create White River Enterprises, LLC in the Uintah basin, a \$4.1 million equity investment created to assemble and hold a large acreage position in the Rocky Mountains as a long-term option on gas prices. Chaired the Board of Directors.
- Led negotiations to develop a joint venture with Conoco to acquire, develop and manage over \$100 million of producing assets in the Rocky Mountains. We eventually had to terminate negotiations because of issues we discovered through our due diligence.
- Built SCP's internal control systems, IT infrastructure, database and reporting systems. Managed internal staff and handled relationships with all outside service providers, law firms and consultants. Recruited and helped develop junior investment professionals and staff people. Oversaw portfolio company operations.

● September 1992—May 1996 New Venture Consulting/Zeoconics Inc.

While in graduate school (1992-1994) and shortly thereafter, I founded a company to exploit a NASA spin-off technology and worked with several technology-based companies in consulting roles:

- Zeoconics Incorporated – Negotiated a favorable NASA biotechnology license, developed an award winning business plan, cultivated strategic alliances, raised seed capital and launched the company. Took first place in UT's 1993 Texas Entrepreneurial Challenge (Moot Corp®) and second place in the 1994 North American Invitational Business Plan Competition at San Diego State University.
- SigmaTel, Inc. – Developed sales and marketing plan and financing strategy for this semiconductor start-up. SigmaTel's expertise is in mixed signal processor design.
- MetroWerks, Inc. – Prepared prospectus to support an \$8 million equity infusion. Wrote a strategic white paper for distribution to customers, shareholders and partners (IBM, Motorola, Apple, et al). MetroWerks is the leading vendor of programming tools for the PowerMac, PalmPilot and several other computer platforms.
- pcTel, Inc. – Provided industry and competitive analysis and defined product form factor through customer research and focus groups. Critiqued and revised business plan for this mobile computing/telecommunications start-up.
- NASA Technology Commercialization Centers/Austin Technology Incubator/IC2 Institute – Facilitated technology transfers from NASA to start-ups. Consulted with technology-based start-ups to develop financial projections, marketing plans and strategy.
- Ram Development Corporation – Developed a strategic plan for a Lake Brownwood resort community to restructure debt and attract investor interest.
- Other consulting – Primary assignments usually involved financial and/or strategic planning, including work with LifeScience America, Sixth Finger Music Co., Encore Orthopedics, et al.
- The University of Texas at Austin – Professor Shelby H. Carter, Jr. – Teaching Assistant

● May 1991—August 1992 HR Strategy Manager, Allen-Bradley Co. (Rockwell International)

A \$1.25 billion industrial control/factory automation company in Milwaukee, WI. Recruited to help them with declining revenues and other business issues perceived as human resource problems.

Although my tenure was brief, I accomplished what they recruited me for and left on good terms.

- Revised all variable incentive compensation plans for the sales and service divisions to focus on revenue enhancement and customer retention.
- Designed and implemented a flexible benefits and wellness program which saved 25% (\$1 million +) of company medical costs in the first year.

● August 1977—April 1991 Texas Instruments Incorporated

Started with the Semiconductor Group in Dallas in a General Accounting and Control Rotation program, developing IT solutions for the accounting and finance departments. Within a few months I began my first management role, working in distributor marketing. Over the years I had many titles including Distributor Marketing Manager (SC Group), International Contracts Manager (Data Systems Group) and Marketing/Customer Services Manager (Information Technology Group). Significant achievements:

- Developed cooperative advertising, lead generation/referral, telemarketing and distributor incentive programs to support \$1 billion computer business.
- Successfully negotiated many sales, distribution, support and leasing agreements, as well as numerous intellectual property and software licenses with major customers.
- Created and administered sales compensation programs for sales and service forces resulting in increased sales and reduced compensation subsidies. Also, developed and administered non-cash incentive and travel programs.
- Chaired steering committee for TI's MKT/370 system - a sales support, customer service and shipping system that was TI's largest MIS installation to date; decreased order cycle times, improved customer service, reduced inventory levels.
- Managed organizations of 100+ employees and budgets of \$5+ million. Downsized 135 employee, multi-city operation to a 50+, one city department.
- Implemented Crosby and Juran total quality management programs for all administrative areas of TI's computer divisions.
- Developed and implemented TI's first automatic call distribution system to dramatically improve response times and improve overall customer service.
- Negotiated sales agreements and software licenses for distributors in Latin America, Middle East/Africa and Asia/Pacific regions leading to significant increases in international sales. Led efforts to bring TI, Cummins Diesel and the Mexican government together in a joint venture to manufacture engines in Mexico (DICUMSA).
- Created and implemented an accounts payable invoice tracking system (APITS) that reduced payables cycle time from 90 days to 45 days. Managed user community and MIS resources to develop automatic voucher on receipt system (AVORS) as the logical extension to APITS. Provided all financial/accounting support for Bedford (England) Imports profit center.
- Saved TI \$5 million in improper distributor price claims through the development and implementation of new systems, controls and audit procedures.

Awards and Honors at The University of Texas at Austin

- Outstanding Elective Professor, MBA Class of 2007.
- Outstanding Professor Award, TEMBA Class of 2009, 2010, 2013.
- Faculty Honor Roll, MBA Class of 2006, 2007, 2008, 2009.
- Faculty Honor Roll, TEMBA Class of 2005--2013.
- Faculty Honor Roll, Texas MBA at DFW, 2008, 2012, 2013, 2015.
- Faculty Honor Roll, Texas MBA at Houston, 2012, 2014.

Service Activities at The University of Texas at Austin

- Moot Corp Judge, 1995—2004.
- Practicum Coordinator, Center for Customer Insight, 2005—2006.
- Guest lecturer and business plan judge, CIBER Brazil/China program, 2007.
- Entrepreneurship Faculty development group, 2005—present.
- Sponsor for numerous graduate student independent studies and practica.
- Numerous speaking, coaching, mentoring activities with the Entrepreneur Society, Venture Fellows, Business Foundations and VCIC.
- Graduation ceremonies: TEMBA, DFW and Houston MBA programs.
- Capstone judge, TEMBA Program, 2006—2008.
- Capstone judge, DFW MBA Program, 2008.
- Development of a new capstone course for the DFW and Houston MBA programs, 2009-2012.
- Case workshop for incoming MBA students--2012.
- Committee assignments in 2012: Option III program review, compensation for off-site MBA programs, Marketing curriculum review.
- Developed and delivered a Signature Course for incoming freshmen, "Innovation, Entrepreneurship and the Making of America."
- Developed Marketing Foundations course for Business Foundations Program Online.

Volunteer and Community Activities

- Board of Directors, CrossBridge Community Church, 2006—2007.
- Musician, CrossBridge Praise Band, 2005—2007.
- Baseball Coach, Town & Country Optimist Club, 2005—2007.
- Leadership Team and Praise Band, ACTS Church Lakeway, 2009—2013.
- Board of Directors, Colt Collectors Association, 2009—2011.
- Board of Directors, ACTS Church Network, 2009-2012.
- Mentor for Veterans through American Corporate Partners.