

Topic: *"The Business of New Business"*

Speaker: Mr. Jack Derby, *Senior Management Coaching, Derby Management*

Biography

Prior to forming Derby Management in 1990, Jack's background included positions as CEO of Mayer Electronics Corporation, President of CB Sports, President of Litton Industries Medical Systems, CEO of Datamedix Corporation and President of Becton Dickinson Medical Systems.

Jack has been named to Mass High Tech's All Star Team. He is often quoted in The Wall Street Journal, The Boston Globe, The Boston Herald and has published articles and editorials in The Boston Business Journal and Mass High Tech. He is frequent speaker at numerous business organizations including the MIT Enterprise Forum, the Small Business Association of New England, the Harvard Business School, and the WPI Venture Forum. He is also a guest lecturer at MIT where he teaches classes in writing business planning for undergraduate students and for the MIT-Singapore University Program.

Jack is extremely active in the New England entrepreneurial community. He is currently and has been an active board member in a number of emerging companies. He was instrumental in restructuring the Board of the MIT Enterprise Forum (www.mitforum-cambridge.org) where he has held the position of Chairman of the Forum. Additionally, he has been the Vice Chair of the Smaller Business Association of New England (www.sbane.org). During 2004, Jack was the recipient of SBANE's Pro Bono Publico Award for his significant contributions to the entrepreneurial community. Jack has also been a Director of MIT's Technology Capital Network (www.tcnmit.org), and the President of the University Club of Boston (www.uclub.org). Currently, he is President of the Association for Corporate Growth (www.acgboston.org), a Director of The Associated Industries of Massachusetts (www.aimnet.org), and a Director at Brainshark Corporation, Hybricon Corporation and Beacon Hospice.

About Derby Management...

Derby Management was formed in 1990 and since that time has worked with approximately 350 customers. The primary focus of the firm is in three competencies:

1. Business Planning Coaching

Derby Management provides entrepreneurs with extensive strategic and tactical skills resulting in the creation of operating business plans used internally as planning guides and externally as fundraising vehicles. Specializing in the venture capital community,

Derby Management has been the architect of numerous fundraising campaigns with approximately 150 of its customers.

While the primary focus of the firm is working directly with entrepreneurial starts ups and emerging growth companies, Jack has provided extensive strategic planning and fundraising coaching services for a number of Boston-based venture capital firms.

2. Sales and Marketing Coaching

A core competency of the firm exists in the areas of sales and marketing planning and execution. Evolving from creating strategic operating plans, the managers of the firm provide detailed hands-on tactical plans in sales channels analysis, objectives and quota assignments, forecasting, compensation planning and actionable events. The firm also provides extensive marketing planning and market research.

3. Senior Management Coaching

Jack and the managers of the firm provide extensive one-on-one and one-on-team direct coaching to the senior managers of its customers. These services provide the senior managers with skills in management development both internally and externally with directors, mentoring capabilities, conflict resolution skills and continuous guidance in other management skills necessary to create successful CEO's.

From time to time, these services evolve into situations where Jack and his managers take direct assignments in portfolio companies and interim CEO's and Vice Presidents of Operations and Vice Presidents of Sales.