

# EWI'S Interim Management & Advisory Team

## Gary J. Schefsky, (Founder and CEO of EWI)

### Corporate & Business Development

- Extensive information technology and software industry experience: corporate strategy, business development, corporate finance, strategic alliances, & venture capital
- Industry domain expertise software, internet media, wireless, financial services, e-commerce, electronic publishing, new media tools and multimedia development, electronic games and interactive entertainment, recording industry and film and real estate
- Experience in Cleantech for the built environment, green building tools, technology and systems development
- 20 year entrepreneurial start-up advisory experience, including: Intershop Communications, Creditland & OM Records. 10 years family office operational P&L portfolio administration, legal, tax, reporting
- Outside General Counsel and international attorney – global corporate structuring and cross-border venture closings 1991-1998 with focus on European, cross-border US market entry
- Masters, LL.M. International Business and Juris Doctorate - University of the Pacific, 1986, 1991
- BA, Political Science with high honors, European history minor – University of California, Davis, 1983
- Board of Trustees, A+D Museum, Los Angeles, Past Board Member, San Francisco Botanical Gardens - Strybing Arboretum, Executive & Marketing Committee

## Nancy A. Yong, Ph.D.

### Contributing Consultant - Communications

- 20 years strategic advisory consultation US and Europe
- Current MIT Mentor Advisor program - Silicon Valley, advise tech founders on entrepreneurial company building
- Structured transactions valued at over \$300 million in European markets emerging energy industry in 1990s
- Chief Economist and Strategic Planning, Pacificorp, a major US utility holding company; Vice President, Europe for MAXAM Corporation
- Policy advisor, trade and regulatory matters, Federal Government and international trade associations
- Policy research: Hoover Institution, Stanford University; The Manufacturers' Alliance for Productivity and Innovation; and The US National Commission for Employment Policy
- AB with honors from Smith College, Phi Beta Kappa
- Ph.D. in Economics and Social Science from the MIT Whitney Scholar and a Ford Foundation Dissertation Scholar
- Juris Doctorate, University of Connecticut School of Law

## Toby Tobaccowala

### Advisory Board, Mentor, Board of Directors

- 30 years senior executive and entrepreneurial, high-growth management consulting
- Expertise in all aspects of company building. Focus on product development, sales strategy & implementation, recruiting world-class talent, and company positioning for venture investment, merger, acquisition, or IPO
- 23 years EDS in engineering then sales within retail, financial services and telecommunication sectors. Globally responsible for MIS for Western Union - doubled productivity. Strategic Business Unit President - Media Industry Group - increased revenue over 1,650% from \$15M to \$250M in five years
- Current Advisory Board participant: Edge Spring, a visual intelligence and business analytics software company funded by Lightspeed Venture Partners; Pearl Street Group, a venture lender and venture equity investor; Olixir Technologies, supplier of rugged, high-capacity external portable hard drives; 360Fresh, automated medical information systems platform; Optimal Solutions, an SAP enterprise technology consulting and staffing firm
- Current Chairman CRI Advantage, an IT consulting and managed services provider to government contracts. Until 2005, Chairman of R4 Global Solutions, radio-frequency id tag technologies acquired by Verisign in 2005. Until 2000, Executive VP at AppNet - completed twelve acquisitions in nine months and guided the team through IPO and after doubled revenue in less than a year, company acquired by Commerce One in 2000. CEO of Commerce Direct International, an ASP e-commerce platform; raised multiple rounds of capital, closed joint ventures and various strategic alliances
- MBA from the Bajaj Institute of management in India and a BS, EE from Maharaja Shivajirao University, India