

David Cameron, PhD

7218 Ellaview Ln., Austin, TX 78759

SUMMARY

Former high-tech executive in Fortune 100 company with proven experience and leadership in starting new businesses and developing talent. Key areas of experience include operations management, recruiting/retaining key talent, strategic account and supplier development, new product and service generation, customer focused product planning and supplier quality management. Have had a broad range of experience in starting new businesses within large organizations and guiding small startups through early and middle stage development.

Currently own and operate a boutique market research and consulting firm that provides the office equipment industry with practical and timely advice about emerging market trends, competitive positioning and hands-on assistance in setting strategic direction. Also teach part-time at local universities.

TEACHING EXPERIENCE

Texas State University, 2009-2010, 2012-Currently

- Lecturer in the McCoy College of Business, Management Department, teaching graduate and undergraduate courses in business strategy, quality systems and entrepreneurship.
- Adjunct Professor in the McCoy College of Business, Management Department: taught undergraduate courses including Capstone and Quality Management. Both courses required an interdisciplinary perspective in assessing the impact of alternative strategies on organizational, financial and competitive performance. In each case it resulted in an intense learning environment for applying key concepts to solve real-world problems.

Concordia University – Austin, 2011-2013

Adjunct Professor in the College of Business, MBA Program:

- **Entrepreneurship and Innovation** – developed and introduced the initial course that explored the conceptual groundwork for entrepreneurial business development envisioned by Peter Drucker and others. Focused on competitive landscape analysis, market assessment, business model analysis and business plan development. Student projects were tied to the MBA Capstone project, which provided a real-world laboratory to develop new product/service concepts.
- **Operations Management** – developed and taught a graduate course based on understanding a framework for strategic operations decisions and applied learning through business case analysis. The objective was to create a supportive learning environment in which the students explored the decision options to create competitive advantage through use of unique capabilities.
- **Economics and Marketing Strategy** – originated a business strategy course that emphasized the importance of developing capabilities to outcompete rivals in a target market. Focused on the need for a fact-based rationale to improve performance and balance potential risk of alternative strategies. The scope included both for-profit and not-for-profit businesses.

Texas A&M University, 1980-1983

Graduate Assistant and later adjunct faculty in the Industrial Engineering Department,

BUSINESS EXPERIENCE

Cameron Consulting Group Inc. 2011-2013

President and CEO
Founded a boutique market research firm to address the needs of the office printing and copier industry for market insight and consulting support. The research is focused on identifying emerging business opportunities for growth and profitability. This benefits the client by providing insight into shifting customer preferences and market acceptance of new technologies to improve competitiveness and profitability.

Photizo Group, COO/Partner 2009-2011
Key member of the startup executive team with responsibilities for business development, key account management and market research. Accomplishments included turning around difficult OEM relationships, expanding strategic partnerships and raising the bar on market research quality and scope.

Dell, Senior Strategist 2007-2009
Developed and deployed a cross-functional business process including design engineering, operations and marketing, which enabled the laptop business to identify and mitigate new product production challenges. This was particularly useful for smoothing the introduction of advanced features and new materials.

Dell, Sr. Manager of Supplier Quality Engineering 2006-2007
Repatriated to the US to lead a team of 20+ engineers and technicians to standardize and streamline the adoption of new PC storage technologies. The key accomplishment was developing a process for the early introduction of new storage technologies that closely monitored and controlled new technology risk in manufacturing and for the customer.

Dell, Director Engineering, Singapore 2002-2006
Key member of the executive team that started a new operating division, Printing and Imaging, and promptly transitioned the operation overseas. Was the executive responsible in Singapore for staffing and organizing the business team of over 100 skilled positions in a short six months. Accomplished record growth in creating a $100M business in the first two years. Reported to the divisional Vice President in the United States.

IBM Global Services, *Sr. Consultant, Innovation Services* 1998-2002
Developed client relationships, sold and executed contracts to guide clients to develop innovative strategies and plans for organic, profitable growth through radical re-engineering of critical business processes

Electronics startup (Mytech), *Director of Operations* 1997-1998
Managed all aspects of production operations to scale a startup high-tech electronics business in a highly volatile environment. Scope included manufacturing, procurement, materials management, warehousing etc.

Texas Instruments, Manager, Production Engineering **1983-1997**
Performed a series of leadership roles including factory engineering, printer design, management of offshore partners and director of factory operations.

EDUCATION

Texas A&M University, College Station, TX
Doctorate of Engineering (mechanical/industrial with finance minor)

University of Cincinnati, *Cincinnati, OH*
- MS, Environmental Health Sciences
- BS, Biological Sciences, pre-med

RECOGNITION/ CERTIFICATIONS

- Concordia University Outstanding Service Award for Adjunct Faculty
- Recognized as Dell Emerging Leader
- Dell Chairman's award for outstanding achievement
- IBM IGS Division Leadership Award
- Professional Engineer, State of Texas

COMMUNITY INVOLVEMENT

- President of the Board of Directors, Texas Choral Consort (TCC), 2012-current
- Active in church and choir
- Outside interests include singing, golf, scuba diving and grandchildren

MAJOR PAPERS AND PRESENTATIONS

Hair Cadmium, master's thesis, Kettering Laboratory, University of Cincinnati

Development of a Jet Augmented Local Exhaust System, doctorial dissertation, Texas A&M University

Air Contaminant Control Investigation of a Jet Augmented Local Exhaust System, David B. Cameron, Waymon L. Johnston & Richard B. Konzen; American Industrial Hygiene Association Journal, Volume 48, Issue 1, 1987

- More recently-

Comparing Channel Programs, Photizo Managed Print Services Journal, 2010

Changing Business Models: Myth and Reality. Photizo Managed Print Services (MPS) 2010 Conference

MPS: Do You Want a Piece of this $24.1B Pie, Comptia Breakaway 2010 Conference

MPS- Keeping it Simple; MPS Insights Journal, Photizo Group, Volume 4, 2011

The Inside Story of MPS Adoption, Photizo MPS Global Conference, May 2011

What's Your Business Model, Photizo MPS Transform 2012 Conference

Preliminary: Reman Color – An Emerging Opportunity Report, World Expo Conference, July 2012

Reman Color – You Make the Call, Imaging Channel Magazine online edition, October 2012

REFERENCES

Available upon request.