



Ralph Waite

Ralph Waite is founder of Cimation, CIM Automation Consultants which is actively involved in reviewing MES, SCADA, software, Process DCS and Programmable Control trends with vendors and users in this changing industrial market. He has spent his career implementing, directing and managing product and service sales.

<http://ralphwaite.com>

Versatile Senior Executive skilled in all aspects of P&L management and responsibility for leadership of sales, marketing, QA, engineering, operations and outside consulting.

Demonstrated success in growing a business by managing technical personnel, development projects, key strategic acquisitions, marketing and sales programs.

Proven turnaround and expansion specialist with the ability to quickly assess the situation and act to maximize the company's bottom line profit.

Qualifications:

- Skilled manager of technical professionals in difficult and multi-variable projects.
- Company recognized ability to manage difficult assignments while achieving objectives with fast track performance.
- Built and directed Marketing while implementing a new company strategic vision into Industrial Computer and Communications and was later promoted to Vice President of that Division.
- Experienced with Venture Capital management while leading a struggling software company offering a Management Information product.
- Leadership details in project and operations while developing a matrix of people for a common success.
- Developed reporting infrastructure for a fast moving company with multiple offices worldwide.
- Developed a product marketing organization providing the business rolling product mix forecast for operational growth consistent with the approved strategic plan.

- Team Building with the President CEO. Built the organization starting with young inexperienced people developing managers through hands on training and team assigned objectives.
- Managed Large Profit Center using expertise with P&L management of analysis and financials.
- Managed the existing organization while integrating new business acquisitions using a uniform method for reporting and controlling these businesses.

- Small Company Startup expertise with Board reporting, private investors and team relationships in a different Corporate Culture
 - Venture investors demanded performance with a quarterly forecast for business growth and cash flow. Built operating forecasts and measured them to achieve the company's strategic vision. Presented detailed presentations outlining progress and issues for both the short and long term.
 - Consistent past job performance reviews averaging above 5.

Accomplishments:

- Obtained funding Venture Capital investors for UNIX software startup. Merged technologies and then sold to ABB Power the necessary product software for their Southern California Edison project.
- Founding partner in software product company funded by FLV (Flanders Language Valley) Ventures.
- Founded new products for new markets leading a large company with partnerships, technology acquisitions and joint venture programs with IBM, Nippon Denso, Acer, Olivetti, 3M.
- Implemented new sales with 400 customer sites and \$30 million in cumulative sales while staffing the division to fast track developed new technology.
- Formed outside software development company, partnered with IBM for hardware then signed over 180 distributors who sold over \$2 million of these products in the first two years.
- In one year, created a promotion directed marketing of the sales force that increased the revenues by \$100 million and added profits of \$50 million.
- Turnaround large company business losses of \$4 million to breakeven while growing sales to \$20 million in one year. Rationalized the acquired and sold businesses before merging with Toledo Scale.

Professional Experience:

- **OnCuity, Inc.**, Houston, Texas 1998 to 2000, Founder/Partner CEO and Chairman
- **AccessWare, Inc.** (formerly PCT, Inc.), Houston, Texas 1989 to 2006, CEO President, Chairman
- **Rockwell Automation**, Cleveland, Ohio 1981 to 1989 - Vice President - Business Development, Vice President General Manager - Industrial Computer & Communications, Director Marketing - Programmable Controls.
- **Reliance Electric Co.**, Cleveland, Ohio 1962 to 1981 - Regional Sales Manager, Control Division General Manager, Product Marketing Manager - Drives, Area Sales Manager, Project Manager, Industry Manager, Sales Engineer.

Education:

Pennsylvania State University, BSME, University Park, PA
 Case Western Reserve University, Advanced Management Program

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