

MARK R. FRIESS

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SENIOR INNOVATION AND STRATEGY EXECUTIVE

Record of success from start-up to strategic corporate development to non-profit service, performing and advancing with each opportunity in leading organizations

Highly effective executive leader with a history of building organizations from the ground up, unleashing innovative technology solutions and leveraging ideas and teams to create demonstrable impact and growth. Committed, persistent optimist with passion for innovation and perseverance to see an idea through to successful execution. Dedicated to big ideas and those who embrace challenge with ambition and confidence.

Areas of Expertise include:

- Start-Up Creation
- Strategic Planning
- Corporate Development
- Non-Profit Service & Support
- Team Building & Leadership
- Business Development
- Entrepreneurial Initiatives
- Strategic Partnerships
- Endurance Athlete*

EXECUTIVE HIGHLIGHTS

- **Non-Profit Service and Experience** – Over 20 years of experience in non-profit and volunteer roles and responsibilities including living and traveling internationally. Leadership experience coordinating over 50 volunteers and providing tactical technology and operational solutions in Africa, India, South America, and the United States. Served with and learned from strong non-profit leaders, locally and internationally, while serving on boards and committees tasked with executing the strategic initiatives of the organizations.
- **Start Up Creation and Scale** – Founded two companies as a serial entrepreneur, from employee 1 to acquisition at 7.4x revenue multiple with a strong ROI for investors. Worked with multi-function team from acquiring company to integrate operations and culture while achieving 150%+ revenue growth and 42%+ EBITDA margins in less than 3 years. Advised dozens of start-ups and entrepreneurs over 19 years, as co-founder of StarveUps and as EIR working with start-ups and founders.
- **Corporate Development and Strategic Planning** – Managed creation of consolidated 12 and 36 month strategic plan across four newly merged corporate divisions with combined \$150m P&L; worked as senior executive with CEO and leaders from each business unit to establish and execute multi-year operational plan and corporate development strategy with dozens of partner & acquisition targets for strategic roll up.

NON-PROFIT and VOLUNTEER CAREER HISTORY & ACCOMPLISHMENTS

HEALTH EVILLAGES

2013 – PRESENT

Empowering healthcare providers to improve global health and well-being through the delivery of mobile technology solutions

Director

Invited by Executive Director to act as advocate for community members in need of great healthcare access

- Created technical solutions for use in rural medical organizations to help medical professionals educate patients on critical health care topics.
 - Visits to Africa and India to understand and implement solutions and support vision of Health eVillages.
 - Serve on strategic partnership development committee tasked to expand partnership program and process.
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KENYA KEYS

2017 – PRESENT

*Developing the future leaders of Kenya by sponsoring students, promoting literacy, and empowering girls with robust programs***In-Country Volunteer and Representative**

Invited by Executive Directors to participate in trips to Kenya as team and solo to represent the organization

- Represented organization as a team volunteer, teaching and supporting vision during annual visit to Kenya.
- Represented organization as a specially-appointed representative, meeting with Kenyan Board and local Taru Girls school board to communicate wishes of Executive Director and US Board following tragic fire.

STARVE-UPS, Portland, OR

2000 – PRESENT

*Peer mentoring organization and incubator/accelerator with unmatched start-up acquisition success with innovative model***Co-founder, Member, and Strategic Advisor**

Co-founded start-up incubator/accelerator with market-leading results focused on founders and their exits

- Conceptualized organization with 7 co-founding companies – all with exits or headed toward exit – that has supported 198 companies with 6x increase in exits and 4.2x in exit value compared to national average.
- Advised on potential partnership with WeWork in 2018 to build global start-up incubator/accelerator.

WELVU FOUNDATION

2012 – 2014

*Empowering medical professionals with mobile patient engagement tools to educate individuals with critical health information***Founder**

Created as north star focus for sharing technology developed at WELVU Inc. with non-profit partners

- Shared software platform tools and mobile apps with international non-profit partners.
- Visits to and implementations in Africa and India to test and demonstrate capacity for adoption and growth.

OREGON HEALTH AND SCIENCE UNIVERSITY, Portland, OR

2016 – 2018

*Global healthcare leader needing support for commercialization of innovative companies and intellectual property developed at OHSU***Entrepreneur in Residence**

Worked with principals and new company leadership seeking entrepreneurial and operational support for start-up launch

- Created multiple strategic and tactical plans for execution of go-to-market and growth initiatives based on entities and intellectual property developed internally at market-leading organization.

THE CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS, Portland, OR

2005 – PRESENT

*Religious organization supporting physical and spiritual needs of community members***Community Leader**

Served as leader to three congregations and on board supporting regional leadership

- Lead local organization with over 50 volunteer leaders across various programs during period of rapid change.
- Provided board level support to regional leadership supporting needs of over 3000 organization members.

FOR-PROFIT CAREER HISTORY & ACCOMPLISHMENTS**THE DYRT, Portland, OR**

2019 – PRESENT

*Fastest growing online camping app and community, connecting 12 million campers and 35,000 campgrounds***Senior Executive**

Launching new product, department, and processes for major strategic initiative of fast-growing start-up

- Establish deep framework, tools, policies, and tactical plan for new bookings platform solution and training 11 new team members to implement tactical plan and accelerate growth of critical new program.
- Support executive leadership in executing their vision for vital strategic initiative and related commitment to board and shareholders.

WELVU, Portland, OR 2012 – 2019
Healthcare technology company delivering patient-centric patient engagement platform for hospitals, health systems, and providers

CEO and Founder

Identified market needs for innovative patient engagement solutions, organized and launched company

- Identified market need and created company framework, developed market-leading technology.
- Raised \$3.0m+ in capital from investors and executed product development and go-to-market strategy.

KRAMES STAYWELL, Yardley, PA 2010 – 2011
Market-leading patient education content and software solutions developer with annual revenues of \$150M+

Senior Vice President, Strategy & Corporate Development

Promoted following consolidation of four major divisions to help company reposition its overall strategy, product suite, and corporate profile to achieve growth and maintain margins in a competitive market.

- Created consolidated 12 and 36 month strategic plan with CEO, President, and EVP's of four business units to leverage existing company assets with new product innovation and acquisitive corporate development to grow top-line revenues by 10%+ per year while maintaining 40%+ EBITDA margins.
- Researched and organized acquisition strategy with dozens of partner & acquisition targets for CEO.

KRAMES, Yardley, PA 2008 – 2010
Market-leading patient education content and software solutions developer with annual revenues of \$40M+

President, Krames Video Solutions

Led acquired team through full corporate integration process while scaling product suite across 15x sized sales team

- Grew top line revenue by 150%+ while achieving 42% EBITDA margin in less than 3 years.
- Interfaced with senior leadership from 5 parent and sister companies, driving partnership and revenues, while leading integration of start-up into all operational functions of large company & multiple teams.

WIRED.MD, Portland, OR 2000 – 2008
Innovative, privately held health content patient education start-up that was acquired by Krames Staywell in January 2008

CEO, Chairman, and Co-founder

Co-founded first online streaming health video library with SaaS, cloud-based video CMS from personal research

- Conceptualized and scaled company from idea to acquisition, raised \$2.9m equity and \$1m debt financing to fund formation and growth of company to 1000's of clinics and 100's of hospitals.
- Managed acquisition process with 3 major suitors and 7 month close timeline and achieved 100% of 3 year earn out potential for shareholders by hitting all revenue and profitability targets post-acquisition.

PERSONAL, EDUCATIONAL, & ATHLETIC EXPERIENCE

HUSBAND and FATHER – Married for 24 years and father of 4 children
BRIGHAM YOUNG UNIVERSITY – BS Microbiology (Pre-Med), Management (Minor)
OREGON HEALTH & SCIENCE UNIVERSITY SCHOOL OF MEDICINE - MD Program (1998-2000)
ENDURANCE ATHLETE* – 4 marathons, 2 half-Ironmans, 4 50k, 2 50mile, and 1 100mile Trail Ultramarathons

OTHER NON-PROFIT & BOARD MEMBERSHIPS

MENTOR, OTRADI and OTRADI Bioscience Incubator – 2016 - Present
ADVISOR, Health 2.0 India – 2012 - 2016
MEMBER, BOARD OF DIRECTORS, CPDI - 2012 – 2014
PRESIDENT, Cancer Awareness Group - 1996 – 1997

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