

Robert Herman Biography

Mr. Herman graduated from the University of Denver in 1974 with a BS in Electrical Engineering, with an emphasis in computer science and digital electronics. He received his MBA from the University of St. Thomas in 1980. He also obtained a diploma in Broadcast Engineering from Cleveland Institute of Electronics in 1970.

Mr. Herman was involved in the computer and professional audio/video business for over 35 years. He began his career in high school and college working in broadcasting at several radio and television stations in Colorado and Minnesota. He worked in positions including drive time announcer, transmitter supervisor, commercial producer, newscaster, hockey and basketball broadcaster, and chief engineer.

In 1974, he joined 3M as an engineer. He designed the first computerized automated test facility for videotapes. In 1981, he moved into international marketing. In 1984, he was named market development manager Australia/Asia and had the responsibility for marketing all professional and consumer magnetic tape and professional video equipment products. As a 3M marketer, he has twice won Marketing Excellence Awards for successful programs. After various other marketing and product management jobs, he was appointed business development manager in 1995, responsible for developing new business ventures in video data storage for 3M. In 1996, he joined Imation, when it spun off of 3M. In 1998 he was responsible for developing new business solutions in digital media asset management for Imation customers in the graphics, engineering, and entertainment industries. In 2001, he was the market development manager of the entry server tape products, as well as the small-medium business market and the professional audio video vertical market. In 2005, he led the development of the Imation Micro Hard Drive which won 3 international design and engineering awards for innovation. In 2008, was promoted to head the largest business team of optical media. He presided over record sales of over a billion dollars, with an increase in GM of greater than 40 million.

Mr. Herman has also published more than 16 articles in trade publications including AV Video, Broadcast Engineering, Computer Technology Review, Mix, Millimeter, Videography, and The SMPTE Journal. He was a member of SMPTE, IEEE OSTA, AES and SBE. He was a member of the Emmy award winning committee that developed the D-1 television recorder and was the chairperson of the D-2 digital video standards international committee. He has also chaired or been a contributing member of other Society of Motion Picture and Television Engineers committees. He is recognized as a leading expert in the field of digital recording for data, audio and video and was often a speaker at conferences and seminars

sponsored by NAB, IEEE, SMPTE, EIA, ITS, SBE, and other professional organizations. He was board member of the Optical Storage Technology Association.

He was a founder and managing partner of DD Real Estate, a commercial real estate company. He was treasurer of Independents Realty Company. He was a partner and investor in VisionPoint, an interactive media sales and promotion company. He was an investor and advisor for Netbriefings, an early web meeting company. He was the founder and managing partner of The Lucidity Group, a business strategy consulting company.

In 2012, he purchased Minneapolis based Schilling Travel, a travel agency that had been in business since 1924. He actively managed the agency and its agents and did some selling and managing travel for clients. In 2018, he partnered with Jose and Amy Ferreira to purchase Riverdale Travel and merged it with Schilling Travel. Under his leadership as CEO and owner during the years following, two business units were started and three additional agencies were purchased.

Mr. Herman has been active in volunteer work including board positions at Merrick Community Services, The Payne Maryland Partnership and ECHO Minnesota. He has volunteered as a Junior Achievement advisor, Project Business teacher, St. Thomas MBA Alumni Network advisor, Twin City Marathon communications, Metro Area Skywarn communications, Families Moving Forward Host, and Sunday school teacher. He currently is a docent with the Pavek Museum of Broadcasting.

He and his wife Karen have two children, Xander is a cinematographer, and Sara is a flight attendant for Sun Country. His hobbies include golf, travel, sailing, scuba diving, swimming, skiing, and flying. A native of Minnesota, he currently resides in Naples, Florida and Hopkins Minnesota.