RESUME OF BILL KOENIG

8261 NORTHROP PLACE SW • SEATTLE, WA 98136 USA • TELEPHONE 206.375.7790 • EMAIL koenigb@seattleu.edu

EDUCATION

PACIFICA GRADUATE INSTITUTE, MA and Ph.D. (January 2011) in Mythological Studies

- Myth, Religious Traditions and Jungian Depth Psychology
- Dissertation title: Leadership for the Whole in the Mythic Field of Jung's Unconscious Processes

ANTIOCH UNIVERSITY, MA in Whole Systems Design & Organizational Development

- Project involved facilitating four meetings of 30 key members of Fred Hutchinson Cancer Research Center who addressed the leadership transition of their new Executive Director, Lee Hartwell, who received the Nobel prize for Medicine in 2001
- Areas of concentration were leadership, team building, personal mastery and finding an authentic voice of power

SEATTLE UNIVERSITY, First year of MBA studies

- Pursued specialization in Marketing
- Left evening program half way through MBA because I was traveling more than 50%

DARTMOUTH COLLEGE, BA Cum Laude as Honors Major in English Literature

- Did Honors Thesis on "Hemingway and Men Without Women"
- Received Six Academic Citations of Excellence (one each term of last two years)
- Finalist for Marshall Fellowship to Oxford University
- Worked for an Anthropology Professor, under an NSF Grant, to develop on-line learning
- Won first John Kemeny Prize for Computer Programming
- Quarterbacked football team
- Accepted at leading graduate schools in English Literature & Computer Science, but opted for a period of real world learning

ORGANIZATION SYSTEMS RENEWAL NORTHWEST — SEATTLE, WA

Graduate program in the design and leadership of organizational change offered in partnership with Seattle University with approximately 7 core faculty, 70 adult students and an annual budget of $1.5 million.

Program Director and Core Faculty — *2001 to present*

CANTAMETRIX, INC. — BELLEVUE, WA

Start-up company using digital signal processing and psycho-acoustic modeling technology to allow a song to describe itself for purposes of identifying a song, determining its properties (e.g., genre, mood, tempo, voice, instrumentation) and similarity to other artists and songs in its sonic neighborhood. The Company was acquired by Gracenote. Arne Ness, husband of Diana Ross was an investor and Chairman, Eric Clapton was an investor, and Barbra Streisand's manager was an advisor.

President & CEO — 2000 to 2001

DISCOVERMUSIC.COM — SEATTLE, WA

B2B infrastructure company that served over 60 million muisc samples/mo to consumers for music retailers and record labels on the Internet. The Company was acquired by Loudeye Technologies.

Founder & President — 1995 to 1999

- Hired as a consultant in 1995 to create an Internet business for Muzak.
- Defined business model and marketing strategy that resulted in 95% market share with clients such as Amazon.com, Tower Records, and Barnes and Noble. Negotiated music licenses, developed an in-store music listening system and developed strategic partnerships in Europe and Asia.

KIDSTAR INTERACTIVE MEDIA — SEATTLE, WA

Marketing and programming company in seven major markets that targeted families with pre-teen children through a branded package of tightly integrated and interactive media comprised of commercial radio, magazine, phone system, online computer network and member database.

Co-founder & President — 1991 to 1995

- Developed strategic plan and business model for integrated media and member database that provided advertisers with detailed demographics and psychographics on the families they were reaching through KidStar.
- Raised $12 million in funding.

MOSAIX, INC. — REDMOND, WA

Leading telecommunications manufacturer of outbound calling systems for Fortune 1000 Companies. Joined company when there were only 12 people and was part of management team that grew company to $40 million in sales, exceptionally high profit margins and over 400 employees. Company was ranked by Forbes as 66th top small business in 1990 and by Business Week as the 9th best small company in early 1991. Acquired by Lucent Technologies in 1999.

Vice President, International & Strategic Marketing — 1989 to 1991

- Negotiated 3 year, $5-10 million distribution agreement in Japan with Kawasaki Steel Corporation and C. Itoh and opened market in UK/Europe.
- Brought company public with CEO and CFO by providing the "Marketing Story" for IPO that generated $40 million and saw the price of the stock go from $15 to $24 in first month.

Vice President, Marketing — 1987 to 1989

FRANK RUSSELL COMPANY — TACOMA, WA

Premier pension consultant to Corporations, indirectly managing over a trillion dollars worldwide.

Vice President, Marketing & Product Management — 1983 to 1987

- Completed development and introduced PC based portfolio management system designed by William Sharpe (1990 Nobel Laureate in Economics).
- Developed and managed marketing, sales and service programs for PC system installed with leading money managers.

AUTOMATIC DATA PROCESSING (ADP) SEATTLE, WA

Telecommunications Division of ADP that pioneered electronic banking services called "Pay-by-Phone." Joined company as fourth employee and left a year after ADP acquired company.

Vice President, Marketing & Sales 1976 to 1983

- Conceived and directed $6 million, 2 year, research project for online electronic banking services with 14 major banks, CBS, AT&T, Times Mirror and ADP to identify features for viable home banking.
- Developed plan to move Company from turnkey sales to service bureau business.

Manager, Marketing Services & Sales 1974 to 1976

- Led industry sales and then recruited and managed sales force.
- Developed sophisticated marketing database and sales tools.

VIDEO ACCESS CENTER COLUMBUS, IN

Community cable TV station and video training facility.

Founder and Executive Director 1972 to 1974

IRWIN MANAGEMENT COMPANY COLUMBUS, IN

Investment & consulting firm of the J. Irwin Miller Family (Cummins Engine Company).

Staff Consultant 1970 to 1972

- Worked on high level assignments for Ford Foundation, Yale, Urban Institute, National Council of Churches and Delta Foundation.

COMMUNITY

WHIDBEY INSTITUTE, Board Member, Board Chair 2011
PEGASUS COMMUNICATIONS, Board Member
CENTER FOR ETHICAL LEADERSHIP, Former Board Member, Former President of Board
INDEX SENSORS & CONTROLS, Former Board Member
NORTHWEST VENTURE GROUP, Former Board Member and Vice President
YOUTH THEATRE NORTHWEST, Former Board Member
COUNTRY DOCTOR COMMUNITY CLINIC, Former Board Member and President of Board

PERSONAL

Married, one daughter, two grandaughters; interests: yoga, kayaking, bicycling, running, skiing.