



CED Mentor Biography

Name: Ken Romley

Current Occupation: CEO, Zift Solutions, Raleigh, NC

Career Highlights:

- CEO - Zift Solutions (September 2006 – Present). Overseeing all areas of operation on a day-to-day basis. Raised \$1M in angel investment ensuring access to the capital (both human and financial) required to drive success.
- Ensemble Business Manager – DoubleClick (January 2004 - December 2005). P&L responsibility for Ensemble, DoubleClick's Campaign Management offering. Saved defection by foundation customers and introduced a newly designed web version of Ensemble product. Turned a \$6M loss into a break even operation.
- Founder/CEO/CTO- SmartPath, Inc. (September 2000 - January 2004). As CEO, established the business by getting initial funding, clients, and market traction. Then, as CTO, oversaw the ongoing development of the SmartPath product. Raised initial \$1.5M in financing. Led design of the SmartPath product; recognized by Gartner as the visionary leader in the Enterprise Marketing Management space. Sold for \$24M to DoubleClick returning 4.5X to VC investors.
- Managing Partner/Founder - The Marathon Group (September 1998 - September 2004). One of three partners responsible for 75 consultants. Helped in raising \$2M in financing. Led design of SmartPath product, technology. Sold for \$15M to Merant returning %160 to VC investors.
- Director of Engineering - Micro Focus (January 1994 - September 1998). Managed 75 engineers. Oversaw delivery of version 4 of the Micro Focus COBOL workbench product allowing a 40% increase in COBOL workbench revenue.
- Founder/CEO/CTO - Burl Software (September 1991 - January 1994). One of two initial founders. Oversaw the design product introduction of the Revolve product. Raised \$750K in financing. Sold for \$13.5M to Micro Focus returning 7.5X to VC investors.

Areas of Expertise:

- Accounting / Finance
- Business Development
- Business Funding
- Human Resources
- Information Technology
- Legal
- Marketing
- Operations
- Sales
- Other: _____

Education:

- Cornell University, Ithaca, NY: 1987-1988 M.Eng. Computer Science
- Cornell University, Ithaca, NY: 1983-1987 M.S. Operation Research

Professional Affiliations / Volunteer Activities:

- Council For Entrepreneurial Development