



CED Mentor Biography

Name: Robert Pickens

Current Occupation: Director of Entrepreneurship - CED

Career Highlights:

- 30+ years of management experience in various capacities including operations, finance, sales and marketing.
- Served as CEO, COO, CFO, Consultant and Director for companies from start-up to IPO or other exit events:
 - CEO [Interim] Virtual Heroes, Inc. (August 2007 – Current)
 - CFO/COO [Interim] First Research, Inc. (January, 2006 – March, 2007)
 - CEO/CFO CDV Entertainment Software USA (January 2003 – December, 2005)
 - CEO ViOS, Inc. (June, 1999 – November, 2002)
 - President & COO Interactive Magic (June, 1994 – January, 1999)
 - President & CEO Washington Aluminum Company (November, 1986 – May, 1994)
- Trusted advisor to CEOs and Boards – Served on Boards of Directors of eight companies and Advisory Boards of five.
- Financings – Raised capital in excess of \$100 million via debt, venture capital, private equity, and IPO.
- General Management - Seasoned strategic and tactical leader who has motivated organizations to high performance levels including rescuing two near bankrupt companies.

Areas of Expertise:

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

Education:

- BA – Psychology – Davidson College, Davidson, NC
- Applied Behavioral Science – John Hopkins University, Baltimore, MD (6 credit hours short of MS)
- MBA course work completed at 6 institutions with emphasis on Organizational Development

Professional Affiliations / Volunteer Activities:

- YPO – Member of Young President’s Organization for 8 years; was professionally trained as a Forum moderator
- Non-Profit Boards – Baltimore Goodwill Industries, Lucy Daniels Center for Early Childhood
- Mentor – Have mentored young entrepreneurs in the Research Triangle Park for past 10 years