

MICHAEL SHAWN GRAY

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SENIOR BUSINESS EXECUTIVE

High-impact 20+ year career launching, building, transforming, protecting, and positioning start-up and multinational enterprises as pioneers and market leaders of battery lifecycle intelligence and controls, high-fidelity digital sensing and interaction, touchless motion, and interactive display technologies. Proven track record of defining and strengthening effectiveness of strategies, structures, and products in penetrating new markets, expanding market share, and achieving remarkable growth. Strength in identifying market opportunities, securing funding, driving technological evolutions, and maximizing value creation.

CORE COMPETENCIES

Defining and Driving Sustainable, Profitable Growth	Leading Product Development Through Commercialization
Restructuring and Elevating Value of Organizations	Developing Cost-Effective and Resilient Global Supply Chains
Identifying and Capitalizing Upon Market Opportunities	Navigating and Negotiating Complex Contracts & Agreements
Leading High-Impact Business Development Strategies	Researching Patents and Safeguarding Intellectual Property
Establishing, Evangelizing, and Elevating Brand Identities	Building Strategic, Global Partnerships and Alliances

KEY ACCOMPLISHMENTS

- **Launched, nurtured, and maximized business success of emerging ventures.** Built and led SigmaSense, Wacom Technology, and TouchKO in revolutionizing industries, and achieving multi \$100M valuations.
- **Catalyzed industry-first products, technologies, and solutions.** Leveraged deep proficiency in a diverse array of technological domains and strong understanding of complex systems to create groundbreaking technologies that have resulted in the filing of 300+ patents in 35 families and named inventor on 160 patents.
- **Turned around market, technology, and business performance.** Transformed start-up Quantum Interface that led to securing the first Angel investment, commercializing the first product, and expanding into new markets.
- **Built strong and sustainable business entities.** Developed and evolved business development models, branding strategies, and multi-site operations and teams as strategic assets in fueling innovation, market position and expansion, and rapid competitive growth.

PROFESSIONAL EXPERIENCE

BizGroom Consulting – Austin, TX

BizGroom - A personal brand for my business consulting www.bizgroom.com

Business Executive Consultant (Ongoing)

Fractional Executive & Strategic Advisor | Pioneering Value Realization in Deep Tech & IoT | Expert in Scaling Ventures, IP Strategy, and Product Commercialization | Flexible Worldwide Support

Specializing in empowering early-stage companies and management in the HMI and Energy Storage sectors. We provide hands-on expertise to restructure for value, tackle complex technical and operational challenges, and define and drive the pathways necessary to surpass shareholder expectations and achieve long-term sustainability. Flexible support, global reach.

I understand that every company's needs are unique. I offer flexible support from targeted, short-term engagements addressing specific technical hurdles to comprehensive, long-term strategic partnerships. We maintain a willingness to travel worldwide to provide hands-on, impactful support wherever your operations require it.

Strategic Leadership & Value Add Services

- Surpassing Shareholder Expectations through organizational restructuring, value elevation, and defining sustainable, profitable growth strategies.
- Global Commercialization
- Help clients capitalizing on market opportunities by leading high-impact business development, establishing, and evangelizing powerful brand identities, and driving product development through full commercialization.
- Operational Resilience
- Tackling Technical Challenges and securing the future with cost-effective and resilient global supply chains, crafting and safeguarding Intellectual Property (IP), and expertly navigating complex international contracts.
- International Expansion
- Building strategic global alliances with proven success in fostering international business bonds and partnerships across Taiwan, China, Korea, and Japan.

HioniQ LLC – Houston, TX

Start-up green energy company pioneering novel hydrogen energy solutions www.HioniQ.com

Co-Founder / Consultant (October 2024 – Ending)

Co-founded business entity to develop and commercialize green energy solutions utilizing proprietary aqueous hydrogen.

Co-founder and partner of a green energy startup specializing in novel aqueous hydrogen technology, overseeing all operations, finance, R&D, manufacturing, and strategic partnerships. Leads technical R&D and innovation efforts, driving advancements in energy efficiency and sustainability. Plays a key role in securing funding, building alliances, and fostering relationships to support growth and market expansion.

- Contributing to defining the business plan and operational framework to pioneer advancements in aqueous hydrogen technology, focusing on improving energy efficiency, sustainability, and clean energy solutions.
- Leading a multidisciplinary team in developing cutting-edge platforms and systems to optimize the production, storage, and distribution of aqueous hydrogen, driving innovation in green energy.

IONERGY, INC. – Austin, TX

Start-up solutions company pioneering novel advancements in battery lifecycle intelligence and controls (ionergy.ai)

Founder / COO / General Manager / Board Member (February 2024 – August 2024)

Co-founded business entity to develop and commercialize previously proven sensing technology for the battery industry.

Oversee all aspects of operations, from research and development to manufacturing and strategic partnerships. Hold key roles in securing funding, building alliances, and fostering relationships with stakeholders to support growth and market expansion.

- Contributed to defining the business plan and operating structure to pioneer novel advancement in battery sensing technology aimed at improving battery quality, safety, performance, and longevity.
- Lead multidisciplinary team in developing battery lifecycle intelligence and controls platform leveraging electrochemical impedance spectroscopy (EIS) technology and artificial intelligence to maximize the end-to-end battery value chain.

SIGMASENSE, LLC – Austin, TX

Start-up touch screen technology company with a mission to revolutionize digital sensing and interaction (sigmasense.com)

Founder / Chief Innovation Officer / Board Secretary (2015-2024)

Navigated company from a start-up business venture to an established industry player and \$300M+ in valuation.

Co-founded entrepreneurial venture to address needs in the touch display markets. Established and scaled operations, automated processes, obtained ISO 9000 certification, and built a fabless production environment. Transitioned into new Chief Innovation Officer role to set the company's strategic direction and drive innovation. Peak valuation \$375M.

- Co-invented engineering proof-of-concept for the world's first concurrent touch driver circuit that led to securing the first significant Angel funding to build the business and technology.
- Built and led teams in advancing strategic objectives of creating radical inventions to transform industries.
- Pioneered the development of the first SigmaSense sensing technology that enabled high-speed heat mapping of digital displays for the consumer electronics industry.
- Led research and development teams in creating breakthrough technologies for "wrist to wall" touch applications that were unchallenged in the industry and resulted in the filing of 300+ patents.
- Collaborated with industry partners and customers to integrate sensing technology into a wide range of products and applications, from consumer electronics to automotive interfaces.
- Directed small research and development team in building new sensing technology for heartbeat analytics, cellular biology, high precision analog to digital conversion, and differentiated battery markets that led to the spin out of battery business vertical into Ionergy entity.

QUANTUM INTERFACE, LLC – Austin, TX

Independent start-up of touchless and touch technology across any hardware (quantuminterface.com)

CEO / Board of Managers (2010-2015)

Transformed the company experiencing legal issues to a market leader in natural and intuitive interfaces, and as a pioneer in the IP and technology for touchless motion-based controls for eye and hand gestures.

Recruited by the Founder to manage and restructure all aspects of operations, governance structure, and marketing strategies to secure funding, launch and expand produce portfolios, and deliver business growth. Established strategic partnerships and alliances with industry leaders.

- Within 3 months of hire, revitalized the trajectory of the company by settling lawsuit with early investor, implementing the strategic restructuring plan to address operational challenges, and realigning the focus with emerging market trends.
- Secured the company's first Angel investment to support growth and product development strategies.
- Spearheaded the development and alignment of global brand identity with company's vision and values.
- Built and led teams in developing and commercializing the first product within 2 years, a motion-based menuing system that enabled consumers to navigate complex information systems.
- Expanded product portfolio and launched new touchless motion-based controls that enabled the expansion into the military, medical, space, and industrial markets.

WACOM TECHNOLOGY CO. – Vancouver, WA

World's leading manufacturer of pen tablets and interactive pen displays (wacom.com/en-us)

Director of Global Business Development / General Manager – Gaming Products (2011-2013)

Instrumental in launching, building, and growing the global Gaming Products business to \$35M in revenue within 4 years, representing 20% of revenue within the Components Division.

Identified market opportunity, recommended to executive team, and chosen to spearhead the establishment of new business to expand company's presence in the rapidly growing global gaming market. Aligned business goals with market demands, and refined strategies to capitalize on emerging trends and catapult sustainable revenue growth.

- Established and nurtured relationships with OEM/ODM customers and channel partners that led to the successful launch and market leadership of 5 product lines for voting machines, ticketing, casinos, slot machines, and point of sale systems.
- Secured distribution agreements with leading retailers and eCommerce platforms.
- Collaborated with product development teams to define and prioritize features and enhancements based on market feedback and industry trends.
- Developed and executed high-impact marketing plans that increased awareness and value of gaming products.
- Collaborated with cross-functional teams in the US and Japan to gain alignment on business strategies to maximize the consistency of product quality and customer support.

WACOM TECHNOLOGY CO. – Continued...

Director of Touch-Screen Operations / General Manager of Austin Facility – Components Division (2007-2011)

Held key role in establishing company as the market leader in the portable end user computing market.

Retained following acquisition of TouchKO to assimilate and optimize touch-screen operations to fuel profitably growth of the high-volume consumer products market.

- Instrumental in expanding touch-screen product portfolio and gaining 90% of market share by driving the alignment of technology to meet the needs of new markets and customers.
- Drove the successful integration of TouchKO's technologies and methodologies into the Components product lines to ensure continuity of support for customer accounts, and mitigate impact to customers and stakeholders.
- Spearheaded strategic initiatives into the Wacom Austin facility to optimize efficiency and quality of touch-screen manufacturing operations.

TOUCHKO, INC. – Austin, TX

Start-up specializing in the design and manufacture of niche touch-screen technologies and controls for high performance high reliability markets.

Founder / Vice President and General Manager of Operations (1998-2007)

Positioned company as a leading technology player and innovator in the touch-screen industry, and for profitable acquisition by Wacom Technology that resulted in multi-billion value creation for Wacom shareholders and stakeholders.

Co-founded, built, and grew highly successful company providing custom touch-screen technology solutions that operated under adverse or hostile conditions. Managed all aspects of manufacturing and the team of 50.

- Established scalable product development, manufacturing, and customer support structures. Created unique processes, designed novel equipment, and led the production of niche touch screens and controllers for specialty markets.
- Developed the world's first viable projected capacitive technology that led to 4 patents and subsequent acquisition.
- Secured contracts with major Department of Defense (DOD) contractors based upon production of high-quality and highly reliable products that met rigid requirements.