

DENNIS J. CAGAN

CONSULTANT, MENTOR AND *SHADOW CEO*™

What's the point?

Over the last thirty years Dennis Cagan has worked with dozens of CEO's (from *back-of-the-napkin* start-ups to \$2 billion in annual revenue), guiding them and working with them hand-in-hand to expand their skills and performance in areas where they lack direct experience. He provides actual working assistance to them in the execution of any overload of work and challenges - whether it is the result of things going very well, or very poorly. *Shadow CEO*™ (USPTO Trademark Caganco Incorporated)

Skill set and character traits

- Strong ethics and morals.
- Charismatic, decisive, motivating, creative, strategic, innovative, vigorous, consensus building, and broadly experienced.
- Demonstrates proven ability to build and motivate strong management teams, grow or turn-around companies and increase revenue and profit.
- Extensive experience in public and private company management; and public, investor and customer relations.



Personal Thoughts

I personally try to practice the highest standards of ethics, morals and behavior. My objective is always to serve my clients in a way that supports and accelerates the success, growth and profitability of their enterprises. I have been involved in well over 100 engagements - mentoring, advising, informing, consulting and encouraging founders, owners and sitting CEO's. I normally function as a *shadow* CEO, or interim CEO giving insight and guidance to executives who are pushing their own personal envelope either as a result of too much on their plate, or their encountering new challenges that are beyond their existing skill or experience set. This usually involves dealing with a variety of problems and opportunities. I can offer some unique added value in situations involving a turnaround, spinout, or re-positioning. My role is not that of a typical consultant or coach. My role is active - *side-by-side in the foxhole* - not passive. I provide a wealth of real-world experience in fully exploring the situation, exposing possible actions, prioritizing them, and then hands-on help in executing.

Case Studies

- Founded or co-found eighteen companies - most were high technology related.
- Founded fifth company, built to \$50MM, took public in five years, and sold it. #32 on first Inc. 100 (1979).
- Founded seventh company; in the first year in business it generated \$22MM in gross revenue, and a substantial profit.
- Advised a young Internet consumer information company founder for two years. Revenues went to \$60MM from \$22MM/yr. and profits grew substantially. Added experienced executives, dramatically improved company image, established governance, and 24 months later sold to public company for \$63MM cash.
- Acted as interim Senior Vice President of Worldwide Sales and Marketing of start-up Internet infrastructure company for one year. Helped complete key acquisition, established sales and marketing infrastructure in the USA and Europe. Signed deals with large high-profile Internet Service Providers. Upon project completion remained on the Board. Within three years the company was public with a market capitalization of \$6.5B.
- Acted as interim CEO and President of insolvent public e/distance learning company with no working capital, and on the brink of bankruptcy. In 25 months: raised \$13.5MM in debt and equity capital, re-built morale and customer confidence, reorganized operations, reduced expenses, renegotiated major agreements (800 irate vendors) reduced headcount by 42%, developed strategic alliances, expanded sales in middle east, added key new Board members, added strategic initiatives and revenue, and completed the company's first acquisition in 12 years. Company went from \$6MM in losses to fundamentally break even.
- Acted as interim President/CEO and Board Director of public Internet marketing company. 4 months: renamed company, raised \$10MM in equity, relocated company to different state, integrated two acquisitions, initiated two new acquisitions, closed industry's largest contract to date, hired a new President/CEO, moved market cap from \$100MM to \$1B.
- Most recent public company engagement — Chairman/CEO/President - firm was Sarbanes-Oxley compliant.
- Served as CEO/President/COO of 12 companies, SVP Business Development/Sales/Marketing of 5 companies.
- Served on Board of Directors of seven public companies and 39 private companies - often as Chairman.
- As executive or Board Member raised millions of dollars for almost 3 dozen companies, participated in about a dozen M&A transactions.
- In 2011 he was elected to the IT Hall of Fame – Channel Wing, administered by CompTIA.
- In 2013 he was honored by the Dallas Business Journal as one of 12 Outstanding Directors in North Texas.



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