

Daniel M. Rubin

RECEIVED

AUG 20 2018

Lake County Board

August 16, 2018

The Hon. Carol Calabresa
Chairman, Lake County Board
18 North County Street, 10th Floor
Waukegan, IL 60085

Dear Chairman Calabresa,

I am interested in serving on board of the Southlake Mosquito Abatement District. Although a lesser known public body than school, park or even sanitation districts, mosquito abatement districts play a vital role in public health. This will only increase in our area as climate change provides an ever more hospitable environment for mosquito borne diseases. Only a few weeks ago, the SLMAD discovered mosquitos carrying West Nile Virus nearby and acted quickly. That illustrates SLMAD's important function and is precisely why I'd like to serve on its board.

My family has lived in Highland Park for more than 12 years. For most of that time, I've been deeply involved in various school related in school related causes, most recently as a member of the District 112 Reconfiguration 2.0 Committee. Before that, I served on a sub-committee that helped craft District 112's strategic plan. Now, I'd like to serve the community in a different, yet meaningful way.

Professionally, I run a small subsidiary of a German Consumer Electronics manufacture. In my role I oversee business development, marketing, finance, and logistics. Because we are a generator of electronic waste, I also monitor the environmental compliance of our US business.

Although, I was born in Chicago and grew up on the North Shore, before moving back here in 2005 I had the good fortune to live and work in many other places, including the San Francisco area, Los Angeles, Hong Kong and Taiwan. And more than half my career has been with foreign companies. These rich experiences help drive and feed my natural inquisitiveness, which in turn has given me broader approach when it comes to problem solving and decision making.

Please let me know if you need any additional information. I'd be delighted to further discuss my background and my interests with you. My phone number is [REDACTED] In the meantime, I've enclosed a copy of my resume.

Sincerely,



Dan Rubin

DANIEL M. RUBIN

EXECUTIVE SUMMARY

Over 20 years of hands-on Business Development, Account Management and Product Marketing experience across a broad spectrum of the Consumer Electronics and Wireless industries.

- Extensive experience with all aspects of relationship management and product marketing. Skills include the ability to:
 - Identify and manage complex, multi lateral relationships including large customers, vendors, strategic partners and alliances.
 - Define and develop new products from concept through launch to EOL.
 - Negotiate with, and coordinate between various stakeholders in the sales and product development cycle including engineering, marketing, manufacturing, logistics and finance.
- Extensive experience with sales channels and suppliers for notebook/desktop pc and peripheral technologies, portable GPS devices and digital cameras.
- Extensive experience with wireless technologies, sales channels and suppliers.
- Heavy international exposure, including Asia-Pacific and European Markets. Conversant in Chinese (Mandarin).

PROFESSIONAL EXPERIENCE

MEDION USA, HIGHLAND PARK, ILLINOIS

2004 - Present

Subsidiary of German PC and Consumer Electronics manufacturer.

General Manager (1/2006-Present)

Director of Product Marketing & Business Development (3/2004-1/2006)

- Created private label OEM/ODM business for PCs and Consumer Electronics such as GPS devices, digital cameras and LCD monitors.
- Develop and Manage business with Big Box, Mass Merchant, Club and Online retail channel partners such as Best Buy, Circuit City, Future Shop, Costco, Sam's Club, Amazon and Aldi.
- Closed 2 major private label agreements worth over \$10M in their first year.
- Responsible for U.S. relationship management with key suppliers such as Intel, AMD and Microsoft.
- Work closely with engineering teams at company headquarters in Germany to identify and adapt existing products within parent company's portfolio to the North American market.
- Implemented and manage new cost saving service and fulfillment operation.

PRIME ELECTRONICS AND SATELLITICS INC., FREMONT, CALIFORNIA

2001 -2003

Subsidiary of Taiwan based OEM/ODM manufacturer of 802.11e and 802.11b wireless LAN access points, client devices and set-top-boxes.

Director of Business Development

- Managed business relationships with technology partners, suppliers and customers including Cirrus Logic, TI, AMD, RFMD, Belkin and D-Link.
- Developed product roadmap for converged Wi-Fi and multimedia products as well as managed portfolio of existing products.
- Launched PESI's 802.11e/b hardware to US based retail distribution channels of wireless networking products, as well as to consumer electronics companies, system integrators and VARs.

TELLUS TECHNOLOGY, INC., FREMONT, CALIFORNIA

1999 - 2001

Early Stage Start up company focusing on 3G wireless devices and middleware for mobile applications.

Director of Business Development & Product Marketing, Personal Mobility Products

- In charge of all marketing and business development activities for Tellus' hardware products; closed over \$15M in sales.
- Negotiated and managed strategic alliances and OEM/ODM relationships with wireless carriers such as ATT Wireless and Verizon Wireless, mobile data portals, PDA manufacturers and a wide range of application developers.
- Conceptualized and defined new products as well as wrote supporting marketing requirements documentation.

WORLD ACCESS, INC., TRANSPORT & ACCESS SYSTEMS GROUP, PLEASANTON, CA

1997 - 1999*

Manufacturer of microwave radios, multiplex equipment and switches for broadband voice, video and wireless data applications.

Director of Business Development

- Turned around Western Region's business from nearly non-existent revenues to over \$2M a year in sales.
- Closed major opportunities, with Internet service providers, private network operators, cellular & PCS carriers, CLECS and system integrators.
- Negotiated sales alliances with other manufacturers, distributors and designated resellers for multiple product lines.

*Concurrently employed by TCSI and World Access from June, 1997 through February, 1998.

TCSI CORPORATION, ALAMEDA, CALIFORNIA

1996 - 1998

Provider of advanced system engineering and custom product development services to cellular carriers as well as to companies manufacturing semiconductors and handsets for cellular/PCS applications.

Director of International Business Development, Personal Communications Group

- Served as main interface between customers in Japan and Korea and main office.
- Closed over \$2M worth of new bookings, and over \$1M in options on future business.
- Repaired previously distressed relationships with overseas customers and licensees and renegotiated terms of troubled development agreements.
- Eliminated more than \$8M in liabilities while collecting more than \$1.5M in unpaid receivables and royalties.
- Built new relationships with several major Asian semiconductor and handset manufacturers, which led to successful negotiation of contracts to develop and license custom hardware and software for their GSM and CDMA products.

EDUCATION

B.A., UNIVERSITY OF CALIFORNIA, LOS ANGELES

Major in political science. Concentration in international relations and Chinese studies.

CHINESE UNIVERSITY OF HONG KONG

Exchange program focused on Chinese language training, history and politics.

TAIWAN NORMAL UNIVERSITY MANDARIN TRAINING CENTER

Intensive advanced instruction in spoken and written Mandarin Chinese.

LANGUAGES

Conversant in Chinese (Mandarin)