

Ronald L. Hollis, Ph.D

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Proven Business Leader

Fast Growth-Technology Businesses

Commercialization of 3D Printing Technologies

Over 25 years' experience as an executive leader driving **strategic growth and positive returns** for technology businesses. Provide the vision, leadership and discipline to lead businesses from start-up to successful exit. Highly competitive, passionate, inspirational leader who is able to execute on clear strategies, implement efficient business systems across all functionals and develop an effective leadership team to support the growth of the business. Successful entrepreneur, with proven experience in 21st-century marketing, sales, technology development, funding, strategic relations, and M&A.

Demonstrated success record in:

- Providing a clear vision of the strategies for all phases of business development
- Building an experienced and successful executive team
- Scaling businesses with limited resources
- Growing a business through two significant economic recessions
- Driving team performance with a pursuit to excellence
- Developing and nurturing positive investor relationships

CORE COMPETENCIES

Leader
Disciplined
Smart
Competitive
Visionary

PROVEN EXPERIENCE

Strategic Planning
Technology Development
21st Century Marketing
Investor Relationship
M&A

HIGHLIGHTED CAREER ACHIEVEMENTS

- **President & CEO MFG.com-** Joined the team to help transform the technology for better focus for the customers. We successfully split the technology to spin another business focused on supply chain management. From there, we re-built the MFG platform to be the best manufacturing marketplace for our customers. The business focuses on helping manufacturers find quality customers to build their business by leveraging the power of an Internet-based marketplace. We sold the business to Shapeways (NYSE: SHPW) in April 2022.
- **Founder of Quickparts-** Founded a paradigm shifting company that changed the way engineers buy custom parts, as well as being one of fastest growing businesses (over 30% per year) in the industry by developing, marketing and implementing a revolutionary technology that significantly increased the procurement efficiency for new product development. Worked directly with the industry leaders of 3D Systems, Stratasys and Objet to expand their markets and instrumental in the roll-up strategy of service providers to allow the industry to break out.
- **3D Print Expert-** Invested over 20 years in the 3D Printing industry from the beginning of my career with Boeing using CAD to focusing on the commercialization of the technology, particularly in manufacturing, during the 90's. Focused on making the technology accessible by all product developers by leveraging the power of the Internet for mass proliferation and accessibility.

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- **Successful Exit-** Acquired a series of investors for Quickparts that were rewarded with a excellent return on their investment
 - **Patented Innovator-** Inventor of a patent that improved the efficiency of procurement (Online Instant Quoting for Custom Parts) for an entire industry and changed the customer expectations in new product development
 - **Successful Business Turnaround-** Successfully took over the management of a failing manufacturing business and was able to re-engineer the company for positive growth in revenue and cash flow.
 - **High Profile Project Success –** Career began as a design engineer on Space Station Freedom for Boeing, which provided the foundation of experience to build and lead complicated programs

Had the opportunity to pursue my passion of building a business which enjoyed fast growth, provided great service to our customers and allowed our team members to grow into leaders.

PROFESSIONAL EXPERIENCE

MFG.com Atlanta, GA
President & CEO

2017-2022

MFG is a world leading marketplace for custom part manufacturers to connect and build relationships with product development buyers of custom parts. We help manufacturers grow their business with strong connections from buyers that have a near-term need. Also, we are a great asset for buyers to easily find and qualify new suppliers.

- Rebuilt the technology stack from scratch (old server-based technology to cloud-based)
- Rebuilt the executive team
- Re-developed the overall business strategy to focus on manufacturing marketplaces
- Maintained our overall customer base and ARR while re-developing the business
- Maintained a fragmented APAC market business unit
- We sold the business to Shapeways (NYSE: SHPW) in April 2022.

Quickparts.com, Inc., Atlanta, GA
Founder, President & CEO

1999-2011

Quickparts.com is the leading provider of low volume custom parts in the product development industry. Leveraging their patented online, instant quoting technology and a powerful procurement platform, they have been able to serve over 15,000 customers (GE, Whirlpool, etc.) to provide over 300,000 unique custom parts. Quickparts was sold to 3D Systems (NYSE: DDD) in 2011.

- Successfully grew the company from start-up to \$30M and sold to the industry leader for a very favorable valuation
- Developed initial concept into over \$1M in revenue business in first year of operation
- Recognized for business success with INC 500, Deloitte Fast 50, E&Y Entrepreneur of the Year, Catalyst and others

- Raised all investor funding from angels, competitive strategic investor, and venture capital
- Expanded the business into Australia and China
- Developed and implemented customer service initiative to consistently produce the highest customer loyalty ratings in the industry using Net Promoter Score.
- Lead the development of the technology platform for procurement and supply chain management for custom manufacturing

Rapid Tech Engineering, Inc., Huntsville, AL

1997-1999

Founder, President & CEO

Rapid Tech Engineering was a engineering service firm that provided mechanical design and consulting services to product development companies. The company was one of the first value added resellers of 3D Printers in the market.

- Developed the business strategy and served the customers to aid in the optimization of product development of large, complex programs
- Developed the territory and sales strategies for 3D printer technology for the engineering community to put part manufacturing in their office
- Consulted product development companies on how to implement new technologies into their product development environment to optimize performance of their engineers

Fastec Engineering, Inc. Huntsville, AL

1995 – 1997

Acting President

Fastec Engineering was a design and manufacturing company, which provided custom engineering solutions for new product development, as well as the manufacturing of plastics and assemblies to support new product launches. The company was sold to Dynetics in 1997.

- Invested into the business to become majority shareholder of an established, family business. Took over as acting President when retiring President become seriously ill.
- Company was near bankrupt when I joined. We were able to re-engineer the company in all areas, enhance the strategy, upgrade the team, invest in new equipment and develop the fiscal discipline to generate positive growth of over 100%, as well as become cash flow positive within 9 months.

AIDT, Huntsville, AL

1993 – 1995

Director

Director of the advanced manufacturing and technology center for Alabama. Was able to consult with hundreds of companies within Alabama, as well as those considering relocating to the state, about their business operations, technology strategies and, business re-engineering.

Boeing, Huntsville, AL

1990 – 1993

Design Engineer

Design engineer for Space Station Freedom. Was responsible for multiple areas of the program including Systems Design, Logistics Analysis and Mechanical Design. Had the opportunity to be part of a large, complex organization and learn the value in systems, processes and business structure.

EDUCATION

Ph.D. in Systems Engineering

Concentration in Business Management, University of Alabama in Huntsville (UAH)

Master of Science in Engineering Management (MSE)

University of Alabama in Huntsville (UAH)

Bachelor of Science in Mechanical Engineering (BSME)
University of Alabama, 1990

Massachusetts Institute of Technology (MIT) Birthing of Giants
3 year business leadership program limited to the top 60 entrepreneurs in the world

ACCOMPLISHMENTS

- Author of Better Be Running!: Tools to Drive Design Success
 - Issued US Patent: 7305637-Instantaneous Quotation System for Custom Manufactured Parts
 - Distinguished Alumni of University of Alabama in Huntsville (UAH) School of Engineering
 - Served as President of Young Entrepreneurs Organization- Atlanta Chapters (2 years)
 - Member of Young Presidents Organization
 - Catalyst Innovator of the Year- 2004
 - Lead Quickparts to be an INC 500 company in first year of eligibility
 - Numerous professional recognitions due to the success of Quickparts
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PERSONAL

- Healthy, disciplined, positive person with a strong passion for the power of business
- Happily married to my best friend since 1992 and we have a son who was born in 2007
- Grateful for my blessings, so I enjoy giving back by helping others pursue their passions and reach their full potential through guidance and resources
- Candid and open communicator
- Avid reader of business and life books to continuously improve skills
- Hobbies include flying as a private pilot, boating, and having new experiences through travel