

BRAUN CARL KIESS

Post Office Box 519
Gladstone, New Jersey 07934 USA
kiess@business.rutgers.edu

CURRICULUM VITAE

Education

- 2005-2007 **COLUMBIA BUSINESS SCHOOL** **New York, NY**
Master in Business Administration degree, Global Executive MBA Program. Dual degree program with London Business School. *Dean's List.*
- 2005-2007 **LONDON BUSINESS SCHOOL** **London, UK**
Master in Business Administration degree, Global Executive MBA Program. Dual degree program with Columbia Business School. *Dean's List.*
- 1999-2001 **RUTGERS UNIVERSITY** **New Brunswick, NJ**
Finance Major, B.S. *Summa Cum Laude (3.9 GPA)* while working full time both my junior and senior year as Co-founder and Managing Partner of Swing Town, LLC (see below). Minor in Philosophy.

Continuing Education

- Fall 2010 **RUTGERS EXECUTIVE EDUCATION** **New Brunswick, NJ**
Completed the Rutgers, Center for Management Development (CMD) Mini-MBA program in BioPharma Entrepreneurship.

Academic Work Experience

- 2008-present **RUTGERS UNIVERSITY** **Newark & New Brunswick, NJ**
- Adjunct Professor – Rutgers Executive MBA Program** (Spring 2015 – present)
- Created and delivered a Certificate Program in Lean Innovation.
 - Co-teach a course called “Financial Strategy: Funding, Growing, and Selling a Businesses Venture”.
 - Program is ranked in the top 20 of all-US EMBA Programs: Financial Times Global EMBA Rankings (2016 to the present): #2 in Economics, # 3 in Corporate Strategy, #3 in Statistics, #7 in Finance, #10 in Supply Chain. IVY Exec 2018 EMBA Program Rankings: #5 in Northeast, #15 Globally, #3 in Career Support
- Adjunct Professor of Finance / Management & Global Business** (Fall 2009-present)
- Courses include Managing Growing Ventures, Venture Capital, Evaluating New Business Ventures and Foundations of Entrepreneurship at both the undergraduate and graduate level.
 - Designed and delivered the course syllabi.
 - Student evaluation scores average 4.7 out of 5.
- Adjunct Professor of Finance – Rutgers Executive Education** (2009-present)
- Lecturer of choice for top tier Rutgers Executive Education (REE) clients such as Educational Testing Services (ETS), Integra Life Sciences, and BASF.

- Participant reviews average 3.7 out of 4.0
- Lecture modules include: Achieving Lean Innovation, Growth Hacking, Analyzing Financial Statements, Fundamental Analysis, Financial Strategy, Business Plans and Negotiations.
- Selected to teach in the REE Mini-MBA: Business Essentials Program in Mumbai, India (Summer 2011)
- Work closely with the Executive Director of REE to create and deliver various company specific training modules designed around the educational needs of the client organization.

Director ETPU Program – Rutgers CMD (Spring 2012)

- Responsible for administration of a \$350,000 grant from the State of New Jersey, Department of Labor, to foster job creation. The Rutgers’ Entrepreneurial Training Program for the Unemployed was an intensive 5-week, 60 hour training program with mentorship.
- Successfully designed curriculum for, marketed and implemented the Rutgers’ Entrepreneurial Training Program for the Unemployed (ETPU).
- The program achieved an overall rating of “Excellent” by its participants.
- Overcame significant administrative and bureaucratic hurdles involving multiple stakeholders in the successful implementation of the program.

Director Mini-MBA in BioPharma Entrepreneurship – Rutgers CMD (2010 - 2011)

- Successfully designed the curriculum for and co-directed this intensive week long training program sponsored by the State of New Jersey to help attract foreign investment in New Jersey.
- This program ran three times (76 students in total) and attracted 22 c-level international participants and 54 New Jersey based participants.
- The program achieved an overall rating of “Outstanding” by its participants and attracted statewide media attention.
- As a direct result of this program multiple international companies (ShanghaiBio Corporation, ICDD, etc.) decided to open US offices in New Jersey.

Industry Work Experience

2013-present **RST Automation LLC** **Bronx, NY**
Robotics Systems & Technologies, Inc. (RST) develops and manufactures’ robotic automation systems for hospital Sterile Processing Departments (“SPDs”).

Cofounder & Chief Financial Officer

- Helped develop the companies core technologies in robotics, machine vision, artificial intelligence, and automation.
- Negotiated and secured \$1,000,000+ in Angel investor financing.
- Helped develop and successfully launched the company’s first product in May, 2015. Lead the company from zero product installations to 6+ in 12 months.
- Personally presented and closed first commercial sale in December, 2015 to a major New York City hospital.
- Work closely with the CEO to revise product market strategy and collaborate on all aspects of product and business development.
-

2013-present **SwingSafe, Inc.** **Gladstone, NJ**
The SwingSafe™ is a children’s consumer product designed to create a more enjoyable and safer swinging experience for children ages one – five years old.

Cofounder & Chief Executive Officer

- Co-inventor of US Patent #9,682,355.
- Negotiated and secured angel funding.
- Completed and passed all product safety testing.
- Completed a successful Kickstarter crowdfunding campaign followed by the successful commercial launch of the product in May 2015.

2011-2012

POLYMER THERAPEUTICS, LLC

Chester, NJ

Polymer Therapeutics, LLC (PRx) is a Rutgers IP based development stage medical polymer company. The company is developing a proprietary line of Bioabsorbable, biocompatible Polymer Drugs™ (BPDs) for use in the coating and fabrication of medical devices. Co-founding partners include a Ph.D. polymer chemist and a Harvard Ph.D. endocrinologist who has successfully founded and exited medical device companies.

Co-founder and Chief Financial Officer

- Successfully licensed 21 patents from Rutgers University in a broad, worldwide exclusive Field of Use.
- Completed 16 pre-clinical studies providing proof of concept. Studies included successful cytotoxicity and pyrogenicity (toxicity) studies.
- Worked closely with the founding team (CEO and CTO) to execute a focused, regulatory driven, go-to-market and growth strategy while seeking to identify and court potential strategic partners and investors.

2010-present

KING KONG CAPITAL INC.

Parsippany, NJ

King Kong Capital Inc.(KKC) acquired the distressed assets of various playground equipment retailers in the New York metro area. KKC currently owns and operates 6 retail store locations and 2 warehouses.

Chairman (2012-present)

- Oversee the management team and maintain investor relations.
- KKC currently operates in 7 states.

Founder and President (2010-2011)

- Founded the company by raising Angel Funding to acquire distressed assets.
- Successfully acquired inventory, equipment and retail locations from various sellers.
- Successfully recruited seasoned management to run the company.
- Oversaw the restructuring and successful implementation of improved operations leading to profitability since acquisition.
- Generated an IRR in excess of 100% for founding investors.

2010-present

PARTNERS2MARKET, LLC

Gladstone, NJ

Partners2Market LLC (P2M) D.B.A. Piermont Valuation Group is a consulting company focused on valuation and training services.

Co-founder and Managing Member

- Testified in Federal Court as an expert witness in Forensic Valuation
- Consultants to Fortune 500 companies, law firms, and IP based start-ups.
- Developed a proprietary compound option model (derived from Dr. Robert Geske's work) for valuing new technologies.
- Provide valuation, process improvement, training, and coaching services to C-level global executives.

2010-2011 **POLYACTIVE, LLC** **Chester, NJ**
PolyActive, LLC is a Rutgers IP based start-up developing a low cost anti-microbial additive for use in cosmetic, medical and food packaging applications.

Founder and President

- Negotiated an exclusive IP licensing agreement with the Rutgers Office of Technology Commercialization.
- Completed Proof of Concept testing, prototyping, and market evaluation.
- Negotiated a strategic partnership with the CEO of Chemical Resources, Inc. A leading global supplier of resins and compounds to the packaging industry.
- Company was closed to allow for full time focus on a medical device application of the technology (larger opportunity) leading to the founding of Polymer Therapeutics, LLC.

2010-2011 **JELLY BOOST, LLC** **Chester, NJ**
Jelly Boost is an IP based startup which is completing development of an innovative food additive technology. Partners include a Ph.D. Chemist and an Intellectual Property Attorney.

Co-Founder and President

- Worked with the company co-founders to develop and provisionally patent the product innovation.
- Completed due diligence and product testing leading to the identification of two large unmet consumer needs.
- Proof of Concept testing and preliminary market research were completed.
- Company closed due to Research & Development failure.

2008-2009 **Rutgers University - The BEST Institute (2008-2009)**
The Business, Engineering, Science and Technology (BEST) Institute is an interdisciplinary center at Rutgers whose primary goal was to help foster the commercialization of Rutgers' Intellectual Property (IP). BEST also fostered entrepreneurship education within the University.

Entrepreneur-in-Residence (EIR)

- Worked closely with the Managing Directors of BEST, the Rutgers Office of Technology Commercialization (OTC) and with various Rutgers researchers to evaluate and commercialize both Physical and Life Sciences IP.
- Worked with inventors and CEOs to develop fundable product lines and go-to-market strategies, operating plans and strategic exit candidates. Performed preliminary patent evaluations and Freedom to Operate opinions.
- Advised on company valuations and financing term sheets.
- Performed primary and secondary market research to determine a given technology's market potential and value.
- Worked closely with both Dr. Patrick Sinko (Pharmacy) and Dr. Kathryn Uhrich (Chemistry) on the evaluation and commercialization plans for their novel hydrogels and polymer drugs, respectively, resulting in focused go-to-market strategies and new company creation.

2003-2008

SWINGS & THINGS, INC.

Mahwah, NJ

Swings & Things is a distributor and specialty retailer of high-end children's products, and the market leader in upscale children's play equipment. Company operated 13 store locations and 4 warehouses.

Chief Financial Officer (2007-2008)

Successfully managed all company finances. Actively involved with the CEO in managing the Profit and Loss (P&L) and Balance Sheet.

- Managed all aspects of seasonal cash flow, future capital requirements and internal rate of return (IRR). Successfully negotiated a \$1mm credit line and term loan with lenders which led to a 3% reduction in the cost of capital.
- Perform valuation of company projects using discounted cash flow (DCF) and risk management analysis.
- Key member of the company strategy team, responsible for determining its sustainable competitive advantages and leveraging them with new store concepts and product lines. This analysis led to the two largest initiatives in the company's history positioning the company for strong future growth.

Executive Vice President – Business Development (2006-2007)

Responsibilities included development and execution of company strategy and multiple, simultaneous process improvement projects covering all areas of operations. Accomplishments and responsibilities included the following:

- Leadership of four cross-functional process improvement teams focused on improving efficiency and customer experience. In addition to numerous other accomplishments, these teams reduced the number of operating errors in the key process of order pulling by 70%, from 360 errors to 108 errors, in 3 months, utilizing various process mapping and Kaizen techniques.
- Implemented a new companywide Customer Relationship Management (CRM) platform which increased sale closing rates by 20%.
- Created, measured and reported Key Performance Indicators to the President of the company on a monthly basis.
- Successfully launched a \$500k product line expansion project on schedule and \$100k under budget with a team of four other cross-functional managers.

Vice President – Sales & Marketing (2003-2005)

Oversaw \$1mm sales and marketing budget for ten stores in the NY Metro area. Accomplishments include the following:

- Successfully handled the acquisition and integration of three store chain located in Utah and Idaho.
- Increased sales in Utah and Idaho 100% the first year after acquisition (2005).
- Led a company-wide sales increase of 15% with a 3% increase in gross margins.

2000-present

SWING TOWN, LLC

Neshanic Station, NJ

Swing Town (dba Pleasant Run Structures) sells a full line of upscale outdoor products such as swingsets, pool cabanas, storage buildings, gazebos, playhouses, basketball poles and trampolines.

Co-Founder and Managing Member

Successfully managed all aspects of specialty retail business from startup to maturity.

- Direct Profit and Loss responsibility resulting in consistent profitability and EBITDA growth.
- Formulated and executed a new product positioning strategy that achieved revenue growth of 67% from 2003 to 2004.
- Successfully negotiated all leases, exclusive distribution rights and financing.
- Built and maintained key long-term relationships with strategic domestic and international suppliers.

Technical Skills

- I am an avid student of corporate finance, accounting and value investing. Analysis skills include complex financial modeling (leverage buy-out models, accretion / dilution, etc.), compound options valuation (building on the work of Dr. Geske), capitalization tables, Discounted Cash Flow analysis (with moving WACC), Net Present Value (NPV), and Economic Value Added (EVA).
- Proficient in statistical analysis (using regression and advanced Excel tools such as @ Risk & Precision Tree), Deal Maven, SPSS, Linear/Integer Programming, Advanced MS Office, Monte Carlo, and SQL.

Honors & Awards CEO Evolution Award Honoree (2018), 1st Place – 2012 Rutgers Entrepreneurship Day Business Plan Pitch Competition

Personal I enjoy skiing, surfing, motorcycles, classic cars, diving and travel (15 countries / 34 US states to date).

References Available upon request