

General Manager, Fountainhead Ventures, Inc.

As the founder of the growth consulting firm Fountainhead Ventures, Michael Dodd has invested the last 12 years helping C-level managers, project champions and entrepreneurs commercialize ideas and grow new ventures. He has applied proprietary growth strategies, innovative marketing and his operational experience to create Fountainhead's three primary disciplines of **Ideas**, **Strategies** and **Leadership**.

An early entrepreneur, Mr. Dodd financed part of his college tuition by starting a software development company. His professional career began at General Mills in Finance. Moving into Marketing, he discovered his passion and aptitude for growing consumer businesses. He coordinated a successful national roll-out of a large fruit snack line extension and managed growth initiatives for the beverages division. Later, as Director of Brand and Business Development for Otis Spunkmeyer, he created and introduced new products, negotiated strategic alliances, managed national accounts, and developed brand awareness programs. He also started a Canadian subsidiary, led a channel and product rationalization and managed a Nabisco JV to create new food service concepts.

In 1995, Mr. Dodd became the CEO of gourmet roaster, Peter James Coffee. He profitably grew revenue by 40% in the first 18 months. Dodd's experiences convinced him that many business leaders, entrepreneurs and inventors needed flexible, highly-skilled, yet practical consulting resources. He channeled this conviction, his past success and a passion for conceiving, designing and building businesses into Fountainhead Ventures.

Some of Mr. Dodd's engagements have included:

- New Product Development and Start Up Leadership for a solar energy company
- Business Plan Development and Financing for a retail technology firm
- Group facilitation and ideation management for consumer services companies
- New Product Business Case and Category Assessment for a Fortune 100 food company
- Transitional Leadership for a new food spin-off
- Commercialization and Licensing Plan for advanced film technology
- Design, Business Case Analysis and Deployment of new public Internet communication devices for an RBOC
- Channel Planning and Expansion for a start-up food company
- Brand Research and Strategy Development for an \$850M financial services acquisition
- Strategic Plan Leadership for a \$2B financial services company
- Strategy Coaching for more than a dozen entrepreneurs
- Growth Strategy Creation for product and channel expansion at a venture-backed equipment manufacturer
- Market Segmentation and Targeted Marketing Planning for an internet search engine

Mr. Dodd served as Professor of Marketing at the Keller Graduate School. He recently established the *Fountainhead Foundation*, a non-profit skunk works dedicated to creative solutions for societal problems. A recent effort, *The 21st Century Learner*, worked with public school officials to determine the skills required to ensure global competitiveness.

Fountainhead's Aspiration

"The mind of a consultant, the heart of an operator and the soul of an entrepreneur."

Mr. Dodd holds an MBA from the Harvard Graduate School of Business and a B.A. with Honors in Finance and Economics from Iowa State University. He enjoys adventure travel, fishing, working in his shop, and re-experiencing the joy of childhood with his young children. He lives in the woods outside the village of Excelsior, Minnesota with his wife Jane, two small children and a small herd of deer.



Clients ranging from the Fortune 100 to start ups hire Mr. Dodd to create, plan, brand and lead new businesses:

- ConAgra
- H&R Block
- Infoseek
- Instill
- Firsthand Pictures
- Kelloggs
- Jostens
- Infoseek
- Tremblant Capital
- Solarscape Energy
- Hamer
- MachineryLink
- Jennie-O Foods
- CapGemini
- Pacific Bell