



## Cal Carrera... DRIVING RAPID GROWTH IN BUSINESSES AND MARKETS

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Highly experienced and prolific Senior Technology Executive with a record of achievement driving company growth through leadership in business creation, funding, and sale; strategy development, product ideation, creation and launch, and high-performance organizational development. A quick study in new technology and a trusted advisor to businesses and governments around the globe. Founder of three successful technology startups and manager of public and private technology companies in business-to-business, healthcare, and Federal marketplaces. A history of service on Boards of Directors for public and private companies, non-profits, and public-private partnerships.

- **Building High-Performance Organizations and Cultures:** Developed and implemented strategies that fueled creation of high-performance organizations spanning four different enterprises for more than two decades. Promoted rapid adoption of cultures that represent the best of the best in products, service, and people, recognized for conquering the difficult and accomplishing the impossible.
- **Driving Business and Market Expansion:** Developed a new Agile Empowerment Technologies (AET) business as a high-margin, rapid-growth vehicle that ultimately contributed more than 50% of all Brandes Associates revenues. Grew VirTx Inc. from a startup to acquisition while facilitating its sale at 16x revenue, for \$48M.
- **Providing Trusted Advice to Business and Government:** Developed white papers, participated in high-level meetings, and delivered presentations to senior executives. Interviewed senior policymakers in the military Services to determine political, operational, and technical issues inhibiting Joint interoperability. Partnered with US Congressional representatives to acquire \$2M in R&D funds through special appropriations.
- **Developing Business with Industry Leaders:** Developed business with customers that included the State of California, Blue Cross Blue Shield, the National Cancer Institute, US Intelligence Agencies, foreign governments, State of California, Pfizer, Northrop, Lockheed, PacifiCare, and the Veterans Administration.
- **Demonstrated Entrepreneurship by founding 4 companies:** Founded a 501 C- (6) industry organization with 26 paid member companies and a national presence; Co-founded a telehealth company that sold for 16X revenues in 13 months; Founded a software technology company that pivoted to consulting after the dot-com crash, and created contracts for 12 years before moving to W-2 work, and re-formed a consulting company from a C-corp to an LLC to focus on B2B management improvement and growth.

### Strength-Based Leadership that Builds High-Performance Organizations and Cultures

- Strategic Planning & Execution
- Enterprise Operations Management
- Culture Development & Evangelization
- Software Product Development
- Organizational Development | Team Building
- Business Development & Sales Leadership
- Leadership Development | Mentoring
- Service Development

### Providing Leadership in the Executive Suite, Boards, Government, and Consulting

#### The Carrera Group LLC., Sheridan, WY, and Salt Lake City, UT 2016 – Present

*A business consulting firm specializing in providing predictable growth to small businesses throughout the country.*

##### **PRESIDENT**

**Pivoted the existing management consulting practice to concentrate on helping small businesses take advantage of new AI tools to achieve predictable growth.**

Serve as the principal consultant for the company while providing contract management, proposal development, and customer relations management. Combined research from the MIT Sloan and Vanderbilt Business Schools to provide executives with business analysis using data-driven assessments of organizational performance to drive measurable growth plans.

Helped small business owners identify valuation gaps of up to 50% to produce focus areas of improvement with predictable financial results and perform risk management to ensure business survival.

Connected startups and small business owners with resources for financing business growth requirements.

*Partnered with technology firms to provide proposals to small businesses to improve business practices through technology applications. Focused on a wide variety of industries including healthcare, SAAS, IT, and cybersecurity.*

*Serve as a Principal of ExecHQ, a firm of over 100 CXOs that collaborates on solving C-suite problems world-wide.*

**Provide fractional or interim CEO or COO roles for clients nationwide.**

### **Brandes Associates Inc., Lone Tree, CO**

2007 – 2019

*A 32 year- old management and engineering professional services firm with offices around the country.*

#### **GROUP PRESIDENT AND BOARD MEMBER**

**Brought on as an Outside Director to provide governance and advice on building high-performance cultures. Later appointed President of the AET Division (2011) to develop new technology businesses from ideation within the company.**

Plan and direct department budget generation, measurement and control, facilities, recruiting, employment practices, customer service, engineering and support services, and organizational development. Provide engineering and customer support for global customer operations.

Provide product management including R&D, price models, and life-cycle support.

Developed and implemented long and short-term business planning for a new Agile Empowerment Technologies (AET) business as a high-margin, rapid-growth vehicle. Directed agile product development, brand recognition, customer development, recruiting, benefits and compensation, marketing, and customer capture that positioned the business unit to contribute more than 50% of all company revenues in only three years.

Developed and implemented financial plans and coordinated with the corporate finance department to ensure accurate reporting.

Ensured HR compliance and led recruiting for the new organization.

*New Business Development:* Secured customers including the United States Intelligence Agencies and 4 foreign governments.

Secured strategic partner relationships with companies in the intelligence field in the US and foreign countries.

Provided communication channels within the parent company to the CEO and Board of Directors and with customers.

*Strategically Promoting Effective Organizational Development:* Developed the agile organizational structure to transition from ideation to product development, to customer sales, installation, training, and customer support.

*Building Cost-Effective, High-Performance Organizations:* Developed a virtual organization with team members in over 13 sites by effectively utilizing video conferencing to promote team and customer collaboration.

### **The Carrera Group Inc., Pinehurst, NC**

2001– 2016

*A consulting firm specializing in interoperability, information sharing, and transformation management.*

#### **FOUNDER, CEO AND PRESIDENT**

**Chartered the firm to develop AV and network-based exchange products and services for organizations before transforming it into a consultancy in the wake of the dot.com bust and a retreat of venture capital.**

Serve as the principal consultant for the company while providing contract management, proposal development and, customer relations management. Developed customers that included Northrop Grumman, ANSER, and small start-ups focused on nuclear detection and nanotechnology research, and programs for the DoD.

Secured and managed consulting engagements with the Office of the Secretary of Defense, the Assistant Secretary of the Navy, businesses seeking government funding or business, and a small business seeking to import foreign nanotechnologies to the US.

*Developing Government Relations that Drive Business Development:* Established the Office of the Secretary of Defense Under Secretary of Defense for Acquisition, Technology and Logistics (USD, AT&L) as the firm's primary customer. Advised the client for more than 10 years.

*Serving as a Trusted Advisor to Business and Government:* Advised military senior policymakers on political, operational, and technical issues inhibiting Joint interoperability of systems and organizations. Partnered with US Congressional representatives to acquire \$2M in R&D funds through special appropriations.

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**VirTx Inc., [Camarillo, CA](#)**

1999 - 2001

*A company that provided a complete healthcare consultation system for use by major medical centers complete with payers, providers, consulting physicians, interconnecting networks, and a clinical telemedicine workstation, as well as help desk support and customer support.*

**CO-FOUNDER AND CHIEF OPERATING OFFICER**

**Facilitated the development and installation of custom networked AV systems. Quickly grew the company into an attractive acquisition target prompting its sale in 2001.**

Effectively introduced a disruptive business that changed the healthcare delivery system for underserved populations in California. Took the company from a start-up to a strategic acquisition in 366 days. Created a high-performance organization of 34 people from diverse backgrounds in 9 months. Facilitated its sale at 16x revenue to eMedSoft([AMEX:MED](#)) for \$48M with \$24M in stock and a \$24M earn-out.

Provided inspirational leadership in strategic planning, business culture development, organic and inorganic business growth, program management, and day-to-day operations management.

*Building and Managing High-Performance Organizations:* Developed a dynamic, agile organization that responded to the rapid growth in customers and revenue. Hired 34 experts in healthcare, practice management, medical software, insurance, information technology, medical customer support, clinical staff training, and engineering.

Designed and led in-house manufacturing for clinical telemedicine workstations and performed product management and support for installed clinical sites.

*Developing the Company's Business:* Developed business with customers that included the State of California, Blue Cross Blue Shield, St. Jude Children's Research Hospital, the National Cancer Institute, and Maryland Cancer Centers. Installations included clinics throughout California, Cedars-Sinai, Children's Hospital of Los Angeles, UC Davis Medical Center, St. Jude Children's Research Hospital, St. Jude operations in Brazil, and 4 Cancer clinics in Maryland.

**ViewTech ([NASDAQ:VUTK](#)), [Camarillo, CA](#)**

1995 - 2000

*A public Video Teleconferencing Value Added Reseller that provided total end-to-end solutions for organizational collaboration.*

**BOARD MEMBER (1995 – 2000)****VICE PRESIDENT AND GENERAL MANAGER, (1997 – 1999)**

**Served as a Board Member before taking on the mantle of leadership in 1997. Provided leadership that effectively positioned the company for a profitable sale in late 1999.**

As Board Member, played a key role in aggressive M&A activities that led to the purchase of companies in the video teleconferencing resale business and expansion of offices to Boston, New York, and Silicon Valley. As General Manager, took the lead in all strategic planning and management of all operations in 5 regional offices and 9 additional sub-regional offices as well as the corporate headquarters.

Performed business analysis and modeling to drive business process improvement in company operations.

*Driving Business Development:* Brought on customers included Pfizer, Northrop, Lockheed, PacifiCare, BlueCross, Mass General, UMASS, and the Veterans Administration. Established VUTK as the largest reseller of AT&T long-distance networking service in Southern California while generating more than \$34M in annual revenue.

*Developing Strategic Business Partnerships:* developed and managed relations with vendors including PictureTel, VTEL, Polycom, Tandberg, Cisco, AT&T, and several LECs and CLECs.

*Building and Managing High-Performance Organizations:* Realigned sales compensation plans with company objectives. Ended infighting between sales reps by clearly defining sales territories and policies. Increased sales and sales margins by including engineering in the sales process and creating a collaborative company culture.

**EARLY EXPERIENCE:**

Early leadership experience as General Manager - Veda, Inc. and Engineer, Consultant and Program Manager in the US Navy Civil Service. At Veda, provided professional management and engineering services to a broad customer base in the Western US while growing the organization from 12 to 125 full-time employees.

**Education & Certifications**

**Masters of Science, Electrical Engineering.** University of Southern California (USC), Los Angeles, CA  
**Bachelor of Science, Electrical Engineering/Mathematics.** University of Utah, Salt Lake City, UT

**Post MSEE studies in Digital Control Systems and Computer Science**, USC; Los Angeles, CA  
IC Agency SCI clearance with Full Scope Poly

