

Lee Lorenzen

619 Spazier Avenue
Pacific Grove, CA 93950

(831) 595-7501
LeeL@altura.com

SUMMARY

Lee Lorenzen is a successful entrepreneur & dealmaker who has launched a number of wealth-creating products

- Experienced negotiator who can conceptualize deal structures that properly align incentives
 - ✓ Closed deal with Bill Gates to set the \$20 million post-money valuation of CatalogCity.com
 - ✓ Closed deals with Fred Harman to invest \$30 million in SHOP with founder receiving \$10 million
 - ✓ Closed deals with Xerox to license VP for \$5 million per year & 5 years later buy VP for \$18 million
- Natural leader, product visionary and software engineer with years of experience managing start-ups
- Creative problem solver with the ability to identify novel approaches to difficult challenges

EDUCATION

- 2010 Straus Institute for Dispute Resolution at the Pepperdine University School of Law
Completed 42 Hours of Continuing Legal Education (CLE) as part of an Interactive Training Program in *Mediation: The Art of Facilitating Settlement*
- 1980 – 1981 Southern Methodist University, B.S. in Computer Science, Summa Cum Laude, Valedictorian
- 1977 – 1980 Air Force Academy, 3.99 / 4.00 GPA, Superintendent's List, glider pilot solo
- 1975 – 1977 Randolph High School, National Merit Scholar, Senior Class President, Basketball Team Captain

EMPLOYMENT

- 2006 – Present **Founder, CEO** Altura Ventures
- ✓ Created the Adonomics 100 as the first site ranking Facebook apps by market valuation in 2007
 - ✓ Helped design the WaterFight (2+ million users) and Birthday Calendar (30+ million users) FB apps
 - ✓ Developed ad rotation and optimization system for FB app developers (sold to AdKnowledge)
 - ✓ Identified potential buyers of ITEDO Software and guided their \$17.5 million acquisition by PTC
 - ✓ Utilized Firefox add-on market to deliver KallOut's SearchMenu functionality to 500,000+ users
 - ✓ Signed deals with SearchPreview and other add-ons leading to \$3,500 per day in ad revenue
- 1997 – 2006 **Founder, CEO** SHOP.COM
- ✓ Led SHOP.COM from initial founding as CatalogCity.com into top e-commerce site
 - ✓ Raised angel funding from Bill Gates, corporate funding from Amazon and VC funding from Oak IP
 - ✓ Co-invented multi-vendor, universal shopping cart system and received patent ([US 7,197,475](#))
 - ✓ Repositioned company in 2003 to grow annual revenue from \$5 to \$34 million via ad arbitrage
- 1990 – 1997 **Founder, CEO** Mac2Win Software
- ✓ Designed and built the first Macintosh to Windows Porting technology used to port 60+ apps
 - ✓ Built a team of software engineers that achieved sales per employee of \$700,000 in 1992
 - ✓ Sold the company for \$8.5 million to SHOP.COM in 2000 to ensure SHOP.COM's survival
- 1985 – 1990 **VP of Research & Development, Co-founder** Ventura Software
- ✓ Designed and built the first and fastest desktop publishing system for the PC using GEM
 - ✓ Released multiple successful versions of the Ventura Publisher achieving \$50+ million in sales
 - ✓ Sold the company for \$18 million to Xerox after porting software to Macintosh, Windows and OS/2
- 1983 – 1985 **Graphical User Interface Software Engineer** Digital Research
- ✓ Designed and developed an early PC-based Graphics Environment Manager (GEM) system
 - ✓ Implemented the desktop user interface for Concurrent CP/M with Windows and GEM software
 - ✓ Represented the company at industry forums related to user interface (e.g., Computer Chronicles)
- 1981 – 1983 **Personal Computer Software Engineer** Xerox
- ✓ Implemented software utilities for the Xerox 820 which was a pre-IBM PC personal computer
 - ✓ Enhanced the implementation of CP/M on the Xerox 860 word processing system
 - ✓ Developed a skunk works graphical user interface called *Lone Star* for prototype PC hardware

START-UP VENTURES

- 2005 – 2008 **Board Member, Co-founder, Initial Investor** CrossLoop
- ✓ Positioned company's technology offering as an "eBay for services" in the technical support space
 - ✓ Developed the strategy that led to millions of software downloads and thousands of remote experts
 - ✓ Raised the initial angel round of funding and recruited a CEO who helped raise \$9 million from VCs
- 1997 – 2001 **Board Member, Co-founder, Initial Investor** PG Soft
- ✓ Identified the virtual Windows directory approach that led to the Cody-winning iFolder product
 - ✓ Recruited the team and helped brainstorm solutions to various technical and business problems
 - ✓ Assisted in structuring the sale of the company's assets to Novell for \$12 million
- 1992 – 1996 **Board Member, Co-founder, Initial Investor** Fractal Design Corporation
- ✓ Helped create Painter as the first natural media paint program for Macintosh and Windows
 - ✓ Collaborated with technical, sales and marketing groups within company to position the product
 - ✓ Recruited the team and helped lead the company as it grew from startup to \$120 million IPO

KEY NEGOTIATIONS, GUEST LECTURES, SPEAKING ENGAGEMENTS AND TV APPEARANCES

- 1980 – Present Negotiated fundraising deals for \$75+ million from 200+ angel, strategic and VC investors
- 2011 Lectured at the TEDxMonterey conference on *RockCandyRevolution.com*
- 2009 Lectured as part of the *Innovation, Creativity and Entrepreneurship* course at UC Berkeley
- 2008 Spoke on *The Business of Social Network Platforms* at the SNAP Summit 2.0
- 2007 Delivered the Keynote on *The Value of Facebook* at the Web Community Forum in Seattle
- Spoke on *Facebook App Ideas* at the Facebook Developer Garage in Dallas
- Lectured as part of BJ Fogg's first *Facebook Developers* course at Stanford University
- Lectured on *Why Facebook is Worth \$100 Billion* at the Bay Area Facebook Meet-up
- Spoke on *Facebook Trends* at the Graphing Social Patterns Conference
- 2006 Negotiated with PTC to set the \$17.5 million acquisition price of ITEDO's IsoDraw
- Spoke on *The Future of E-commerce* at the Lenser Direct Marketing Conference in Marin
- 2005 Spoke on *E-Commerce Trends for Print Catalogers* at the Boston DMA Conference
- Negotiated with Oak Investment Partners to set the terms of their SHOP.COM investment
- 2004 Lectured on *The Start-up Process* at the Monterey Institute of International Studies (MIIS)
- 2003 Lectured on *The Entrepreneurial Process* at Naval Postgraduate School
- 2002 Lectured on *What Every CEO Should Know about Leadership* at MIIS
- 2001 Negotiated with Jeff Bezos to set SHOP.COM's \$100 million post-money valuation
- 2000 Appeared on CNN Headline News (airport version) discussing *Holiday Shopping Online*
- Lectured on *The Good, The Bad and The Ugly of an Entrepreneurial Life* at CalTech
- 1999 Spoke on *The Future of Online Shopping* at the DMA's Annual Conference
- 1998 Negotiated in Japan to set the \$3 million country-specific license fee for CatalogCity.jp
- Spoke on *The Value of a User* at the Northern California Catalog Conference
- 1997 Negotiated with Bill Gates to set the price of CatalogCity's initial \$20 million valuation
- 1995 Appeared on the TV documentary on the *Life of Gary Kildall*, Founder of Digital Research
- 1992 Negotiated with Unterberg Harris to set the IPO valuation range of Fractal Design Corp.
- 1990 Negotiated with Xerox to set the \$18 million acquisition price of Ventura Software
- 1986 Negotiated with Xerox / Kodak for a \$5 million yearly royalty to distribute *Ventura Publisher*
- 1985 Appeared on the Computer Chronicles TV program regarding *The GEM User Interface*
- Negotiated with Bill Gates and Steve Ballmer regarding salary & stock options at Microsoft
- 1984 Spoke on a panel with Steve Ballmer at an IBM Conference on Graphical User Interface
- 1980 Negotiated with Haggar to sell them an inventory system I built using VisiCalc and Apple II

PUBLICATIONS

- 2008 Wrote the Forward to Alba and Stay's book entitled, *I'm on Facebook--Now What?*
- 2007 – 2008 Wrote a series of blog posts on the blog.adonomics.com site and discussion topics on the Official Altura Ventures and AppFactory Facebook Investment Fund site

INTERESTS

Family, start-ups, negotiation, mediation, history, basketball, racquetball and pancreatica.org.