

*Inspiring the pursuit of maximum
personal achievement through
Extreme Personal Leadership®*

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About Us

At XCEO, Inc., we believe individual leadership is the driving force for inspiring creativity and ultimately maximizing intellectual capacity. We provide individual and corporate development in the principles of *Extreme Personal Leadership*[®]. We call this *X-Leadership* and it is the touchstone of our company.

In today's globally competitive world, intellectual property is a key indicator of long term success. Corporations and individuals are seeking knowledge intensive solutions to sustain a competitive advantage. At XCEO, Inc. we offer *Professional Mentoring and Personal Leadership Development* programs, as well as *Corporate Governance and Board Leadership Development* programs, for high-aspiration individuals and forward-looking corporations.

Through our *Professional Mentoring and Personal Leadership* programs, we assist individuals in developing personal career and development plans to achieve senior executive-level positions. We also support corporations that recognize the need for a broad array of development options for their high-potential employees being groomed for senior leadership responsibilities.

As part of XCEO, Inc.'s pursuit of enlightened corporate governance, we have created the *Enlightened Corporate Governance Board Performance Evaluation Program* to support boards and directors in their pursuit of excellence. Through our program, we are leading the movement past compliance, toward principled action which maximizes shareholder value. We have designed a set of eight individual and board evaluation exercises which provide an exceptional opportunity for directors to take their boards to a whole new level of effectiveness.

XCEO, Inc. is a unique research, development and consulting firm. We are committed to excellence and the pursuit of *Extreme Personal Leadership*[®]. We specialize in inspiration, and endeavor to inspire highly enlightened executives and high-aspiration individuals to pursue maximum personal achievement. We have a leadership team of highly trained and highly motivated colleagues who are eager to serve our clients. Excellence is our goal. We are located in the heart of Silicon Valley and we stand ready to help our clients achieve extraordinary levels of performance and success.



Professional Mentoring

Professional Mentoring & Personal Leadership Development

At XCEO, Inc., we advocate *Extreme Personal Leadership*[®] as the foundation for competing effectively by inspiring intellectual capacity. We are convinced that *leadership* is the last bastion of competitive advantage. X-Leaders create environments that accomplish goals through a leadership approach that creates the energy to propel organizations to heights far beyond expectations. X-Leadership differs substantially from managing. Whereas managers act to limit choices, X-Leaders strive to develop fresh approaches to long-standing problems and to open most issues to creative options. In fact, *Extreme Personal Leadership*[®] is fast becoming the distinguishing characteristic that will determine the future of many corporations.

Professional Development Services:

Individual Programs

Corporate Professional Mentoring
Individual Professional Mentoring
Self-Paced Professional Mentoring

Group Programs

XPL Colloquium Series Seminars
XCEO Customized Modules

Individual Professional Development Programs:

1. Senior leadership development: designed for high-aspiration individuals with plans to achieve senior executive level responsibilities or serve as dedicated board members in corporate America.
 - Prepare high-potential individuals for accelerated career advancement
 - Provide exceptional level of personal support
 - One-on-one mentoring and personal leadership development

Group Professional Development Programs:

2. Flexible options for developing individuals within a corporation: designed to enhance the corporation's senior leadership development process. We assist corporations in applying the finishing touch on their highest potential executives.
 - **Colloquium Series:** XCEO, Inc. has developed over 25 modules that allow you to customize your seminar. Each seminar will include modules that will be most beneficial for your professional needs in addition to personal mentoring
 - **Customized program** (selection from 25 modules)
 - **Special exercises and tools** to enhance *Extreme Personal Leadership*[®] development



Enlightened Corporate Governance

Corporate Governance & Board Leadership Development

At a time when the scrutiny of directors and boards is at an all-time high, enlightened corporate governance and improved board leadership are key to maximizing shareowner value. The current economic climate provides a substantial opportunity for directors to employ rich individual and collective board evaluations in order to improve board leadership. We have developed the *Enlightened Corporate Governance Board Performance Evaluation Program* to bring a new and unique approach to director and board performance assessment. Our program is tailored to fit the needs of each board and director.

Our program provides boards and directors with exciting new options to explore their collective and individual contributions via the *Enlightened Corporate Governance*[®] (ECG) and *Individual Director Performance*[®] (IDP) exercises.

Reasons to Enroll:

1. The easy-to-use, completely automated, web-based interface allows maximum convenience. The exercises provide the utmost flexibility and make the evaluations comprehensive yet uncomplicated.
2. Information and results are secure, privacy is rigorously defended and all information may be stored or kept indefinitely, depending on the wishes of the board.
3. The results from the exercises are designed to be reflective and encourage discussion. Graphs and reports provide a baseline for the board and directors to use as tools to enhance their performance.
4. In most exercises, directors can compare individual results with the aggregate results of his or her peers.
5. The powerful IDP directorSPHERE[®] Individual Assessment exercise allows directors to seek performance evaluation and feedback from their peers, former colleagues and their executive team.
6. The IDP Peer-to-Peer exercise whereby directors on the board evaluate their peers is a leading edge offering that is sure to break new ground in the boardroom.
7. Risk Oversight modules for both the board and individual directors provide insight into the responsibilities and key issues that should be considered by each director and every board.
8. The CEO Evaluation exercise is a new and exciting feature which provides the opportunity to evaluate the CEO, offer constructive feedback and view aggregate assessments to help determine future strategy.
9. Boards and directors receive consulting and support services including books, articles and other material produced by XCEO. The expertise and on-going support of the XCEO leadership team is offered throughout the duration of the relationship.



Search for Development

Director Search for Development

Each XCEO, Inc. *Search for Development* process is consistent. We seek high-aspiration individuals who have a passion for personal leadership and a serious desire to serve shareholders through their board service. Our primary focus is leadership development. We endeavor to identify individuals who are willing to make unparalleled commitments to their own personal development. They understand the need to be exceptionally well qualified in order to maximize their contributions to the companies they serve. Therefore, we develop and mentor them, as appropriate, toward their pursuit of excellence. At XCEO, our clients are *Extreme Personal Leaders*[®] who are dedicated to demonstrating enlightenment within the boardroom.

During our *Search for Development* process, we invest substantial time to insure that we thoroughly understand the specific business needs and challenges facing the companies we serve. We explore all of our resources and relationships in our pursuit of the best candidates to meet their requirements. We do not rely on a database of names.

We provide meaningful updates as warranted. We do not burden our clients with unnecessary calls just to suggest that we are engaged. Of course, we are available at any time to respond to any needs associated with the search. We work to deliver the best candidates in a timely fashion. While we recognize that speed is of the essence, we will never compromise. We never use speed as a surrogate for thoroughness.



Director Support Services

LinXsus Elite[®]

LinXsus Elite[®] is designed specifically for CEOs and directors who are willing to make unparalleled commitments to their own personal development. For those who are passionate about exceptional leadership and enlightened corporate governance, this is a great opportunity to enhance individual board performance and create new and exciting opportunities for board service.

LinXsus Elite[®] is intended for:

- Newly appointed CEOs and/or directors
- CEOs or directors looking to enhance board work opportunities
- CEOs or directors looking to be more effective in the boardroom
- CEOs or directors on a non-profit board and looking to transition to corporate board work or expand non-profit effectiveness
- Seasoned executives with board aspirations looking to position themselves for corporate board work

LinXsus Elite[®] is a unique combination of several tools from our other program offerings, such as, the *Enlightened Corporate Governance Board & Director Evaluation Program* exercises, the XPL Principles & Stakeholder Support Analyses and Search for Development opportunities for board positioning.

To further enhance this opportunity for directors and CEOs we developed the Directorship Institute and the LinXsus[®] Concierge Service to transform LinXsus Elite[®] into the most effective professional development option for those who serve in today's boardrooms.



XCEO Leadership Team

Curtis J. Crawford, Ph.D. **President & CEO**

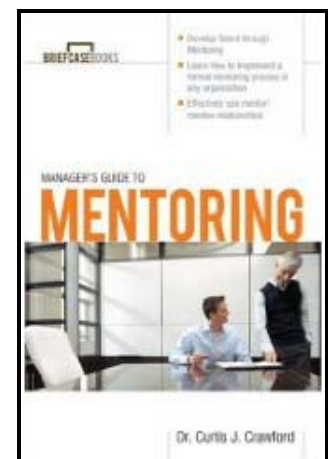
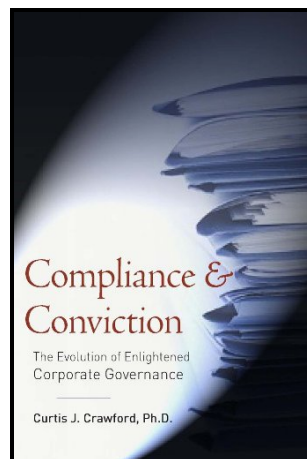
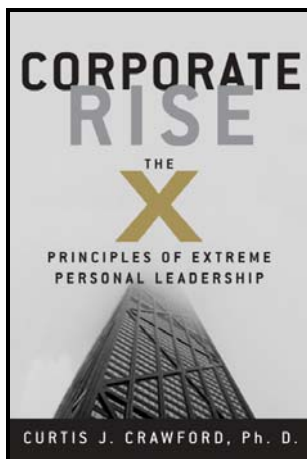
Dr. Crawford is President and CEO of XCEO, Inc. He is the author of *Corporate Rise: The X Principles of Extreme Personal Leadership*, *Compliance & Conviction: The Evolution of Enlightened Corporate Governance* and *Manager's Guide to Mentoring*.

Dr. Crawford currently serves on the Board of Directors of E. I. du Pont de Nemours, ITT Corporation, and ON Semiconductor. Also, he is a Trustee of DePaul University. He previously served on the Board of Directors of Agilysys, Lyondell Petrochemical and The Sisters of Mercy Health Corporation.

He has served as Chairman of the Board of ON Semiconductor; Chairman, President and CEO of Zilog; President, CEO and Director of Onix Microsystems, and Chairman of the Board of ISTAT. Dr. Crawford also serves as a special advisor to several start-up companies.

He began his career as a systems engineer at IBM. Over 15 years, he held executive positions including Vice President of Marketing. During a ten-year tenure, Dr. Crawford was Group President of the Microelectronics Group and President of the Intellectual Property division of AT&T and Lucent Technologies.

Dr. Crawford earned his BA in Business Administration and Computer Sciences and a MA in business in from Governors State University. He earned his MBA from the Charles H. Kellstadt Graduate School of Business at DePaul University, and a Doctor of Philosophy degree in Organization and Management from Capella University. In addition, Dr. Crawford has been awarded two honorary doctorate degrees, one from Governors State University and the other from DePaul University.



Michelle Ronco, MBA

Program Director, Corporate Governance & Board Leadership Development

As the Program Director of Corporate Governance & Board Leadership Development, Ms. Ronco led the development and release of XCEO's Online Extreme Personal Leadership Tools. Ms. Ronco also designed and created XCEO's Enlightened Corporate Governance Board & Director Evaluation Program intended for use in corporate boardrooms around the globe. A completely web-based program with twelve different on-line evaluation exercises, the program provides a reflective and creative evaluation process.

Ms. Ronco is a member of XCEO's research team in addition to being the principal publisher of the books *Corporate Rise* and *Compliance & Conviction*. For over six years, Ms. Ronco has participated in many facets of the XCEO organization including idea creation, researching and editing.

Currently, Ms. Ronco is responsible for the development of, and oversight of XCEO's LinXsus Elite[®] and Premiere[®] Programs. These programs, intended for newly appointed directors or high-aspiration individuals seeking board service opportunities and support, serve as a lifeline for directors. This program includes XCEO's professional mentoring services, inclusion in XCEO's Search for Development program, an Individual Director Risk Module, as well as other personal brand concepts to provide a comprehensive experience to directors seeking improved boardroom effectiveness.

Previous to joining the XCEO team, Ms. Ronco worked for Morgan Stanley as a Financial Advisor and was Assistant Web Master for Santa Clara University's Leavey School of Business website.

Michelle earned her MBA with an emphasis on Finance and International Business from Santa Clara University in Santa Clara, California. She also holds a Bachelor of Science in Commerce (BSC) in Economics and Operations and Management Information Systems from Santa Clara University. She is on the board of directors of the Mexican American Community Services Agency (MACSA), and is a member of the National Society of Hispanic MBA's and National Association of Women MBA's.

Michael A. Dobmeier

Web Services Director

As Web Services Director, Mr. Dobmeier oversees XCEO's corporate website, information systems, XPL Principles & Stakeholder Analysis, Individual Director Profile[®] (IDP) and Enlightened Corporate Governance[®] (ECG) Tools. He is involved in all XCEO web based marketing strategies which include brand recognition, site ranking and positioning. Additional roles include technical support for XCEO Inc., tools, XCEO.NET and web based strategy.

Prior to joining XCEO, Inc., Mike Dobmeier was a Project Manager at CashEdge; an intelligent money movement solution provider for major banks, such as, Citi, Bank of America and Wachovia. He also served as Information Systems Manager at LSI Inc. from May 1999 until September 2007. Furthermore, he served as the Web Services Manager at Philips Electronics Semiconductor Division from September 1997 until April 1999.

Mr. Dobmeier played a key role at LSI managing the rebranding and overall development of the Consumer Products Division Internet and Intranet. He also managed the implementation and integration of several process improvement applications which were Livelink, Interwoven's Teamsite CMS and Vignette's DRM.

Also, Mr. Dobmeier played a vital role in the development and deployment of the new Philips Electronics Semiconductor Division's Internet and Intranet and customer portals. He also managed the implementation and integration of Net Fusion CMS and training for 100+ site producers.

During the 80's and early 90's Mike Dobmeier served in the United States Marine Corps as an Asset Management Manager. During this enlistment he managed the Marine assets for the Marine Corps Security Force Battalion, 5 USMC Companies and 13 US Naval ships which included several air craft carriers. During his tenure he also implemented a new database asset management system due to the fact the battalion had no network access to the USMC supply system.

Neil B. Jackson

XCEO Risk Oversight Consultant

Neil Jackson brings 41 years of risk assurance, audit and business ownership experience including senior and executive level positions in banking, finance, information technology industries and in public accounting where he led his firm's enterprise risk, security consulting, compliance and Sarbanes Oxley services. He is an impassioned authority on entity level risk and board risk oversight.

In addition to his years of experience and increasingly senior position experience in banking including Wachovia Bank, Neil, successfully engaged in several start ups. He was the founding partner and served as President and CEO of JAT Risk Solutions,

LLC a private risk assurance consulting practice with offices in Marshfield MA, Alexandria, and Forest, VA that recently merged with Inflores Corporation of Sammamish, WA. Prior to starting JAT Risk Solutions Neil was subject matter expert for the design and development of e-Onehundred, Inc.'s automated Sarbanes Oxley Compliance solution SOA, where he became known as the company's evangelist for risk management. In his role as e-Onehundred's evangelist and SME he spoke frequently to Fortune 100 companies and aided in closing sales and overseeing conversions of manual SOX validation controls to SOA. e-Onehundred along with SOA was later acquired by Oracle.

Through his executive and technical background in information systems, compliance, risk, operations, transmodal logistics, digital information rights management, electronic health records, and electronic discovery, Neil brings substantial risk assurance and governance experience to XCEO's growing client base.

Neil is a certified information systems auditor and a graduate of the Director's College at the Terry School of Business, University of Georgia, placing him among the top 4% of independent directors and certifying him as a financial, technology and operational risk expert. Neil returned to college and is a pending graduate in Finance from Lynchburg College. He is a past and current member and roundtable invitee to KPMG's Audit Committee, Tax Governance and IFRS and Global Energy Institutes where he focuses on board risk oversight responsibilities and a member of Global Dignity. He has taught Auditing and Risks of Emerging Technology at The AICPA National Bank Auditor School held at The University of Virginia.

John S. Moore

XCEO Risk Oversight Consultant

Mr. Moore joined JAT Risk Solutions, in 2007 as Executive Partner to assist in the research and development of new business opportunities. John brings over 20 years of experience as a key financial executive responsible to the board for directing the audit function of Central Fidelity Banks, a \$10 billion Virginia bank holding company, now a part of Wells Fargo.

During this time period, he directed all phases of the of the function's growth from its development to a highly effective, efficient and respected organization. In this role, he set the strategies, designed the programs and tools and directed their execution to evaluate the risks and controls within all areas of this diversified financial institution. He worked directly with and gained the respect of numerous audit committees and boards of directors of the holding company and their affiliates in dealing with the control and risk issues and in ensuring that the committees were fulfilling their duties and responsibilities.

After graduating cum laude from West Virginia University with a BSBA in Accounting, he began his business career with KPMG Peat Marwick where he performed audits of clients from numerous industries including manufacturing, coal, retail, hospitality, and banking. He is a non-practicing CPA.

Mariam Ghazvini, Ed.D.

Leadership Development Consultant

Dr. Ghazvini is an organizational development, career and educational planning professional. She has over 20 years of experience in retail, manufacturing, corporate training and non-profits program development and delivery. She specializes in leadership development and career planning. She coaches individuals and teams on achieving their leadership and personal goals.

In her last position as Human Resources Training Manager at Catholic Charities of Santa Clara County, she developed leadership and vocational programs. Dr. Ghazvini designed and implemented Hewlett-Packard's on-site university programs delivering accelerated general education from community colleges as well BA and MSE/MBA programs on-site (graduating more than 245 employees).

In addition, Mariam was a career coach for Right Management Consultants as well as an instructor at San Jose City College. She has conducted seminars, and courses on career development, interpersonal relations, goal setting, and new employee orientations in corporate and non-profit organizations. Dr. Ghazvini previously served on the board of directors of HP Alumni Association and Springboard Forward, as well as the MBA Advisory Board for Notre Dame de Namur University.

She holds a BA in Sociology, an MA in Education from San Jose State University, a Doctorate degree in Education from University of Southern California and an MA in Counseling from Santa Clara University. She has a certificate in career counseling from Santa Clara University. She holds California Adult Teaching Credential. She is a certified Ergonomist, and DOD Certified Electro Static Discharge instructor.

Fred Dalili, Ed.D.

Leadership Development Consultant

Dr. Fred Dalili, a multicultural, bilingual professional has worked over 30 years in higher education and high-tech organizations. Dr. Dalili started his cooperation with XCEO in 2003 as a Leadership Consultant. He holds 16 training certificates in management

and leadership areas from respected international training organizations such as Franklin Covey, Path-Wise, PRO and the Center for Management & Organization Effectiveness.

Presently, besides overseeing Productivity Plus and Global Success Training, Dr. Dalili is the Chairman of the Executive MBA in Biomedicine and MBA professor at the University of Northern California (UNCM); MBA instructor at International Technological University (ITU), and the Advisory Board Member of Bio Health College in Silicon Valley. He has served on the Board of Directors of the United Nations Silicon Valley Chapter and recently has trained UN professionals in Geneva. Dr. Dalili earned an Ed.D. in Higher Educational Administration from the University of Akron in Ohio. His M.A. is in the same discipline and his B.A. is in Public Relations and Advertising.

Belen E. Gomez

Brand Manager

As Brand Manager, Ms. Gomez oversees XCEO's marketing, research and publishing efforts. She is involved in all marketing projects including organizing media relations, arranging and authorizing XCEO interviews and book signings, and developing marketing content for Dr. Curtis Crawford's books *Corporate Rise, Compliance & Conviction* and *Manager's Guide to Mentoring* (McGraw-Hill). Ms. Gomez also acts as a liaison between the XCEO public relations team and book publicists for *Corporate Rise* and *Compliance & Conviction*. Next, she will begin research on Dr. Crawford's next book, *Consumer Divide*.

Ms. Gomez earned a BS in Psychology from Santa Clara University in Santa Clara, California in 2006. Before joining the XCEO team, she worked for SRI International.

Christina Pagkalinawan

Program Development Assistant

Ms. Pagkalinawan is the XCEO Program Development Assistant. Christina has been an XCEO team member since 2004 and serves as Dr. Crawford's board liaison. She also facilitates his meetings and travel. Christina has an A.A. in small business management from San Jose City College.



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