

Revenue
Value
Economic Development
Acceleration

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REVENUE, VALUE & ECONOMIC DEVELOPMENT ACCELERATION

CURRENT PROJECTS

Northern Arizona Technology Association President, Board Director

NATA was founded in 2019 to develop a technology ecosystem, including resources, companies and talent within Northern Arizona. *We are uniting education, government, and private sector businesses to drive commerce and establish a foundation for job growth in the region.*

The ROBB Group CEO, Managing Partner

The ROBB Group was founded in 2002 and provides innovative revenue and value growth acceleration services to early stage, hyper-growth and Fortune 50 companies such as Verizon, Avnet, Sage Software, XO Communications and hundreds of other companies driving over \$1.8B in new revenue growth.

Over the last 3 years the company has provided Economic Development Advisory services to public sector clients such as the City of Prescott, forming strategic partnerships between education, government and private sector businesses to fuel revenue and job growth and to bring hyper-growth technology, aviation and manufacturing companies into the region, including Eviation Electric Aircraft Company from Israel who is moving it's U.S. headquarters to Prescott.

Cultivating Technology Industries, Creating High-Paying Jobs

MAY 5, 2020 BY QUADCITIES — LEAVE A COMMENT



Fostering capital investment and facilitating business incubation for high tech industries is the answer to bringing high paying jobs to Quad Cities workers and halting the "brain drain" of intellectual capital to the outside world, according to local visionaries managing the transition.

"One challenge was that we had no strategy for one source to work with our colleges and universities to go after the technology sector or

high paying jobs," said Jim Robb, economic development consultant for the City of Prescott, president of the Northern Arizona Technology Alliance (NATA), and managing partner of The Robb Group, LLC.

REVENUE, VALUE GENERATION

Since 2000 Jim has deployed revenue, value and economic development growth strategies, systems and programs within early stage, hyper-growth, Fortune 50 and public sector organizations. *These activities have generated billions in revenue and share holder value.*



SKILLS, EXPERTISE

Jim has amassed various skills and expertise in the areas below over the last few decades.

Corporate Growth Strategy	■	■	■	■	■
Economic Development Strategy	■	■	■	■	■
Revenue Growth	■	■	■	■	■
Value Growth	■	■	■	■	■
Differentiation	■	■	■	■	■
Partnerships	■	■	■	■	■
Leadership	■	■	■	■	■
Public Speaking	■	■	■	■	■

CURRENT BOARD POSITIONS





DECADES OF SUCCESSFUL REVENUE, VALUE, JOB GROWTH

Jim began his career within the technology industry working for 3M and U.S. Datacorp on the East Coast. He moved to Los Angeles to take a management position at Fiserv within the financial services industry driving an acquisition strategy to accelerate revenue growth, preparing the company for an IPO. Since the 1980's Jim has held various executive positions in the technology industry, taking multiple companies public, and has been the CEO and co-founder of multiple companies. *As a senior executive, management consultant, and economic development advisor, Jim has helped early stage, hyper-growth, Fortune 50 and public sector organizations to generate billions in revenue and value and has initiated strategies that have created over 34,000 new jobs.*

Decade	Revenue Growth	Valuation Growth	Job Growth
1980's	\$369M	\$1.2B	278
1990's	\$181M	\$852M	900
2000's	\$31B	\$61M	33K

CURRENT PROJECTS

Over the last few years Jim has worked with the City of Prescott, the Cyber Warfare Range, Northern Arizona Technology Alliance and Prescott Regional Tech Center. The formation of strategic partnerships between these organizations and Embry Riddle has resulted in the generation of the Center for the Future.



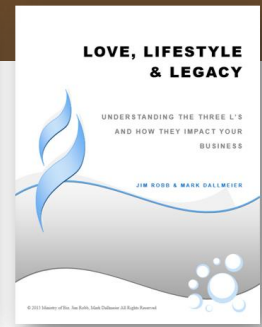
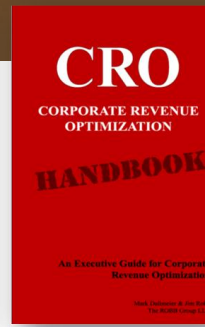
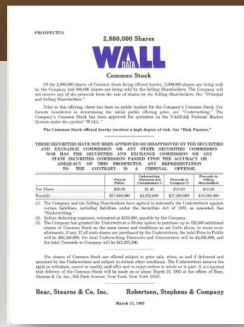
This technology innovation and incubation center is expected to bring thousands of jobs, innovation, and partners to the region enabling the recruitment and retention of students, faculty, entrepreneurs and corporations.

A FOUNDATION FOR GROWTH

Leveraging strategies and methods Jim utilized in private sector industries to drive hyper-growth, Jim has worked for years to *connect organizations and forge strategic partnerships across early stage, hyper-growth, education, global and public sector organizations.*

These economic development engines build a foundation for long term job growth and will attract and develop hyper-growth businesses to the region. *Examples of revenue and job engines being developed include:*

- Center for the Future
- Cyber Range
- Global Security Operations Center
- Northern Arizona Technology Alliance



CAREER HIGHLIGHTS – PROVEN INNOVATOR & THOUGHT LEADER

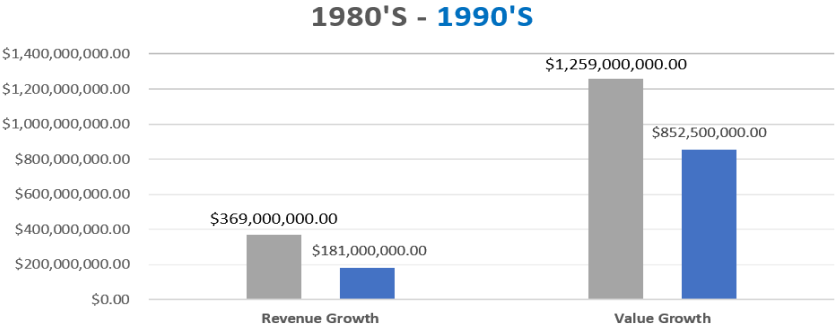
Taking early stage or start up organizations that have very little revenue into hyper-growth and turning those organizations into market leaders is no small feat. *If it happens once it can be a miracle. If it happens twice it might be luck. If it happens multiple times over decades, it is a sign of being an expert.* Below is a summary of Jim's revenue and value growth achievements over the last few decades.

HYPER-GROWTH: 1980's

- **Fiserv:** In the 1980's Jim was the Regional VP of the West at Fiserv and spearheaded various acquisitions and end customer relationships helping the organization grow from \$47 million to \$340 million in 36 months helping the organization complete a successful IPO.
- **Attachmate:** As Director of North American Sales at Attachmate, Jim built a sales team and drove revenues from \$8 million to over \$85 million within 24 months.

HYPER-GROWTH & TURN-AROUND: 1990's

- **Wall Data:** As the VP of North America, Jim built and drove a team that *grew revenue from \$2 million to \$150 million in 48 months accelerating the company's successful IPO.*
- **Endura Software:** As the VP of WW Sales Jim drove a turn-around at Endura Software after the company had flat growth of \$7 million for the previous 5 years. Jim repositioned the company and drove a new sales and marketing strategy *generating \$21 million in revenue and a successful acquisition of the company in 24 months.*
- **Primus Knowledge Systems:** As the VP of WW Sales Jim was hired to turnaround and reposition the product after the struggling company burned through \$47 million in VC funding. *Jim built a world-class team, drove revenue growth from \$0 to \$21 million and prepared the company for a successful IPO.*



Over the years Jim's success has been featured in various industry and business magazines and publications such as Forbes and BusinessWeek. *Jim's success was also been documented in various books such as The Overlooked Expert. Between 2002 and 2010 Jim co-authored various books, guides and best practices that can be found within the CRO Handbook and the Love, Lifestyle and Legacy e-book.*

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