



Mike Wood Consulting LLC

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Mike Wood is an experienced CTO and technology professional with over 25 years successful experience in senior and executive management. Now an independent consultant to entertainment technology, media and leisure clients and venture capital groups.

Provides board-level advice and due diligence in the following areas of entertainment lighting technology:-

- Technology implementation and strategy
- System design of complex control systems.
- IP in the entertainment technology industry. Patents and patentability, licensing discussions and agreements, royalty negotiations. Expert witness.
- New product definition and evaluation including market suitability
- Selection of appropriate technology and exploration of new technologies
- R&D logistics and operation

He has over 30 years experience working in the entertainment lighting business for companies varying in size from 10 to 25,000 employees and has been at senior or executive management level for the past 25 years. During that time he has worked for both start-up and established companies and has been a member of executive teams responsible for turn-arounds and acquisitions. Has led technology developments and been responsible for the technology strategy, R&D, standards and IP in many different companies.

His responsibilities and direct experience include:-

- New product definition and specification including creation of business strategy.
- Management of diverse and multi-office based R&D organizations with total commercial responsibility for delivery of new products.
- Responsible for reducing product development time by over 50% and introducing both parallel and platform based development strategies.
- Successfully led teams moving products to off-shore manufacturing.
- Leadership of technical standards bodies and projects.
- Well respected and well known in the entertainment technology industry. Is currently Chairman of PLASA, the leading Entertainment Technology Industry Trade Association for North America and the EU.
- Technology expertise encompassing a wide range of disciplines.
- Highly experienced in all aspects of Intellectual Property including patents, licensing and collaborative projects, royalty negotiations and contracts.
- Reliable and authoritative expert witness.
- Named inventor on a number of US and world patents. These patents are in diverse fields including optical design, systems design and control mechanisms.

- Profitable acquisitions and mergers – due diligence for technology, market share and IP

He has excellent communication skills coupled with a very broad based scientific and engineering background and is a well known author who is regularly quoted in the media with over 100 published magazine articles. His past experience working closely with customers gives him a strong ability to work with marketers and focus groups to establish market needs and new product specifications.

Having worked in both the USA and Europe and been elected the leader of trade associations in both continents has helped him develop a unique mix of engineering skills coupled with a deep understanding of sales and marketing critical to bringing successful new products to the market place. He brings a unique understanding of the problems and opportunities to be gained in the global market.

Since forming Mike Wood Consulting LLC in 2004 he has provided professional support and assistance to over fifty clients with many of them returning for multiple projects and long term relationships.

Employment History

2004 - present **Mike Wood Consulting LLC**

1995 - 2004 **High End Systems Inc.** VP Engineering and Chief Technology Officer

1990 - 1995 **JEM Theatrical Ltd (UK)** Senior Director

1985 - 1990 **DeSisti Ltd (UK) & Coemar Ltd (UK)** Director

1979 - 1985 **BBC Television** Planning Engineer for Capital Projects

Professional Associations

Governing body Chair of PLASA worldwide: 2011 – 2012. (Professional Lighting and Sound Association)

President then Treasurer of US Entertainment Technology Industry Trade Association, ESTA, now PLASA: 1999 – 2012.

Vice Chairman & Chairman of UK Entertainment Technology Industry Trade Association, PLASA: 1992 – 1995. (Professional Lighting and Sound Association)

Member of ANSI accredited Technical Standards Committee – ANSI ASC E1

Member of IESNA (Illuminating Engineering Society of North America) color committee.

Education

M.A. (Honors), **Trinity College, Cambridge.** Electrical Engineering

B.A. (Honors), **Trinity College, Cambridge.** Honors Degree course in Engineering specializing in Electrical Sciences