

GEORGE J. BLANAR, Ph.D.

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SUMMARY

Dynamic business and community leader with a powerful scientific background. Significant experience in domestic & international business development and management for advanced technology companies. - Broad industrial, government, medical, university, community, and independent consulting experience especially in biomedical, telecommunication, energy, and electronic instrumentation markets. - Superior communication, presentation, and training skills. - Leadership on community boards of directors ranging from regional museums to National Park Service support organizations: Provided strategic planning, reorganization, and management oversight during periods of growth, expansion, and success. - Assisted Human Rights groups focusing on management, financial, and communication issues. Served as both a front-line emergency medical provider and a director of community-based emergency services for over thirty years.

PROFESSIONAL HISTORY

BLANAR & ASSOCIATES CONSULTING	Roanoke, VA	2003 to Present
	Tuxedo Park, NY	1999 to 2000

Blanar & Associates assists inventors, start-ups, and expanding companies with business and technology development programs for the medical instrumentation, electronics, energy, and sports equipment markets. Proven track record of creative business planning based on original models. Converts research ideas and established intellectual properties into marketable products. Introduced innovative products into existing markets and penetrated new markets with existing products.

Managing Partner

- Developed consulting opportunities with clients ranging from private and university inventors to Fortune 100 corporations. Engineered successful startups, joint ventures, acquisitions, licenses, and training programs. Markets include biomedical instruments, biotechnology, medical devices, information technology, wireless communications, high-speed electronics, and distributed power generation.
- Created services include valuating technology transfer candidates, creating business plans with competitive analysis, researching business merger & acquisition choices, building marketing communications programs, creating training programs, and personal career planning.
- As Acting Chief Operating Officer for an electrical services company, broadened product line offerings to include manufacturing PLC based control systems, power generation (500 kW to 3 MW), and DC motor drive systems for industrial customers. Doubled business volume and tripled profit in the first year.

- Guided a medical instrument company into a joint venture with its material supplier to bring a low cost, high profit product to market.
- Assisted medical doctors to protect, position, test, and successfully license their inventions.
- As Chief Operating Officer (COO) for a company that dismantles retired locomotives: reorganized production, marketing, and sales resulting in a three - fold increase in yearly sales. Then as Chief Technical Officer (CTO), developed an innovative transportable, dual fuel 3 MW On-Site Power Generating System and assisted in launching this novel product into several vertical markets.
- Created an integrated power source & high torque drive system for the recycling (automobile shredder) and mining markets.

CARILION BIOMEDICAL INSTITUTE, Roanoke, Virginia

2000 to 2003

The Carilion Biomedical Institute (CBI) is a not-for profit corporation that provides research funding and entrepreneurial business support for biomedical research and product development (including both devices and pharmaceuticals) and revitalize business opportunities in the Roanoke Valley and surrounding region. Entered into close collaboration with the University of Virginia, Virginia Tech, the Carilion Health System, and local financial companies to provide the ideas, funds, and personnel for this development.

Vice President for Business Development

- Created and implemented innovative CBI 4-Step Business Program for commercial development of intellectual properties. This critically reviewed program focuses R&D on critical issues, uncovers commercial "products" in research "projects", and creates business plans for successful exits.
- Built tracking templates, models, decision trees, financial analysis and due diligence procedures.
- Considered hundreds of proposals and funded over 50 for initial technology development.
- Positioned CBI's first company, BioPhile, Inc., a manufacturer of ultra-low temperature automated storage and retrieval systems for DNA, tissue, and other biological samples.
- Positioned CBI's second spin-up company, Optimetric Technologies, a developer of a patented, revolutionary, DNA chip technology that does not require PCR
- Repositioned 4 local start-up companies for more effective business focus and funding.
- Filled CBI's future commercialization pipeline with 10 new opportunities.
- Conceived and managed the Institute's marketing communications including an interactive web site permitting automated handling of research competition and funding, as well as limited, tracked distribution of confidential technical information.
- Created and managed annual Steps to Success Conference to train university researchers and medical professional in creation, protection, and commercialization of intellectual properties.

GIGA-TRONICS, INC. Instrument Division, San Ramon, California

1998 to 1999

Giga-tronics, Inc. (NASDAQ trading symbol GIGA) is leader in test and measurement (T&M) instrumentation for the wireless and military test equipment markets.

Vice President, Sales and Marketing

- Created sales and marketing programs that reversed 3 years of declining sales, and tripled sales leads through effective use of marketing communications, especially the World Wide Web.
- Catapulted latest products into 4 major multi-national accounts taking significant market share from several competitors.
- Overhauled domestic and international sales representatives and distributor organization.
- Defined next generation of products for wireless market.

LeCROY CORPORATION, New York and Geneva, Switzerland 1983 to 1998

LeCroy is a leading manufacturer of digital storage oscilloscopes as well as scientific research instrumentation, computer test equipment, and network diagnostics. During the period of employment, LeCroy Corporation successfully executed an IPO, (NASDAQ symbol LCRY) and sextupled in size to over \$130M in annual sales. Each year while in a management position, the associated division was consistently profitable.

Director, LeCroy Research Systems Division & Analog Scope Product Groups

- Doubled RSD's annual sales to \$16M in 3 years focusing on modular products, components, and systems by penetrating medical imaging, defense, ATE, and telecommunication markets. RSD consistently beat corporate expectations by 15 to 20%
- Directed all sales and marketing activities for ASG, a strategic alliance between LeCroy and Iwatsu Electric Company of Japan. Developed an integrated direct, distributor, and representative sales force for ASG products that later became the model for the Corporation.
- Drove new Analog Scope products into data storage, video, telecommunications, and other T&M markets, doubling Iwatsu's earlier sales performance in the first year of sales.
- Selected as a member of LeCroy's successful Initial Public Offering (IPO) Team.

EDUCATION

Ph.D. Elementary Particle Physics, Northeastern University; Boston, Massachusetts	1973 to 1976
M.S. Physics, Northeastern University; Boston, Massachusetts	1971 to 1973
B.S. Engineering Physics, University of Illinois; Urbana, Illinois	1965 to 1970
Business Administration, continuing education at Fairleigh Dickinson University, Teaneck, New Jersey	1986 to 1987

RESEARCH AND PUBLISHING EXPERIENCE

Senior Fellow, Center for European Nuclear Research (CERN),
Geneva, Switzerland 1975 to 1982
Visiting Researcher, Cornell University, Ithaca, New York 1971 to 1973
Senior Fellow, Max Planck Institute (MPI) for Physics, Munich, Germany 1975 to 1982
Visiting Fellow, Deutsches Elektronen Synchrotron (DESY), Hamburg, Germany 1979 to 1980
Chairman and Proceedings Editor of 7 International Conferences on Electronic Instrumentation
Originating author or co-author of over 100 publications in trade and scientific journals on
Elementary Particle Physics, Research Instrumentation, and Intellectual Property
Management and Commercialization topics

PROFESSIONAL AFFILIATIONS & HONORS

Member: Institute of Electrical and Electronic Engineers (IEEE) and American Physics Society
Former Elected Member of IEEE Nuclear and Plasma Sciences Society Administrative Council
Appointed to IEEE Distinguished Lecturers Group.
Elected Member of Phi Kappa Phi Honor Fraternity 1975
Elected Member of Phi Eta Sigma Honor Society 1970
Certified Career Planning Trainer and Entrepreneurial Facilitator for Lee Hecht Harrison
(Associate Level), a Division of Adecco, S.A. 2003 to Present

VOLUNTEER ACTIVITIES

Medically Qualified Member, Medical Reserve Corps, Virginia DHS 2021 to Present
Chair, Roanoke Valley Chapter, FRIENDS of the Blue Ridge, 2019 to Present
Section Maintainer, Appalachian Trail Conservancy, VA 2018 to Present
"Front of the House" Volunteer, Mill Mountain Theater, Roanoke 2015 to Present
Volunteer Chain Sawyer, Ding Darling Wild-Life Center, Sanibel Island, FL 2015 to Present
Member, Trailblazers Sanibel Captiva Conservation Foundation (SCCF), FL 2015 to Present
US Forest Service Certified Level B Chain Saw Operator 2014 to Present
Member, Roanoke Greenway Mid-Week Trail Crew, Roanoke, VA 2013 to Present
"Front of the House" Volunteer, Jefferson Center Theater, Roanoke 2010 to Present
Exhibit Installer: Taubman Museum of Art, Roanoke, Virginia 2007 to Present
Member: International Association of Fire Chiefs 2003 to Present
Life Member: Cave Spring Rescue Squad, Roanoke, Virginia 2000 to Present
Volunteer, Human Rights Education Institute of Burma, Chang Mai, Thailand 2008 to 2010
Board Member: Friends of the Blue Ridge Parkway 2008 to 2011
Board Member: Science Museum of Western Virginia, Roanoke, Virginia 2002 to 2008
Board Member: To the Rescue, the National EMS Museum 2001 to 2005
Board Member Tuxedo Volunteer Ambulance Corps, Tuxedo Park, NY 1997 to 1995
Senior Member: Back Creek Fire & Rescue Squad, Roanoke, Virginia. 2002 to 2007
Senior Member: Tuxedo Volunteer Ambulance Corps, Tuxedo Park, NY 1990 to 2002

MEDICAL CERTIFICATIONS

Emergency Medical Services:

Certified Commonwealth of Virginia Vehicle Rescue Technician	2004 to Present
Certified Commonwealth of Virginia, Emergency Vehicle Operator (EVOC for NFPA 1002-93 covering vehicles up to 30,000 lb gross weight)	2001 to Present
Licensed Commonwealth of Virginia Emergency Medical Technician (EMT-B)	2000 to Present
Licensed New York State Advanced Emergency Medical Technician (EMT-D)	1990 to 2002

National Ski Patrol:

Alumni, National Ski Patrol	2018 to Present
Instructor, National Ski Patrol	2015 to 2018
Licensed Professional Ski Patroller, Wintergreen Ski Resort, Virginia	2002 to 2018
Licensed National Ski Patroller (NSP Professional, Alpine Division,)	1990 to 2018
Licensed Outdoor Emergency Care Technician (OEC Technician)	1990 to 2018
Member Fédération Internationale des Patrouilles de Ski (FIPS)	1990 to Present
Licensed Ski Patroller, Sterling Forest Ski Resort, Tuxedo Park, New York.	1990 to 2000