

Jim Mitchell  
CEO  
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Jim Mitchell brings with him 18 years of experience working with global market makers in the Media, High Tech, and Electronics industries. He has worked with leading brands clients such as Google, HP, Sun, DirecTV, Ingram Micro, Qualcomm, Toshiba, Intel and Nokia with a focus on increasing shareholder value by opening new channels, launching new products and businesses, improving supply chain and global operations and enhancing customer care. Mr. Mitchell has held a variety of operational leadership roles holding him accountable for global accounts, P&L and office management.

During his tenure with Accenture, (formerly Andersen Consulting) Mr. Mitchell was a co-founder of the Firm's ecommerce practice and established Internet centers throughout the country to deliver Internet based solutions to leading edge companies and the Fortune 500. In 2000 he was admitted to Partnership at Accenture and was a Managing Partner for a portfolio of electronic and high tech companies in the Western and Southwest Regions, totaling over \$100M in sales and revenue per year. As the Managing Partner at the Los Angeles office location he was responsible for overseeing 700 employees as well as the business operations of the office, including staffing plans, mentoring, motivating and retention.

Mr. Mitchell earned his B.A in Business & Computer Science from Purdue University. He holds 6 patents on ecommerce frameworks for doing business via the Internet.