



## Ray Barratt, President & CEO

The theme of Ray's career has been selecting and implementing cost effective IT solutions in complex organizations. His breadth of knowledge of how money can be well spent or wasted on IT has had many successes for organizations he's led. Ray has a knack for being able to quickly assess the IT financial health of an organization and implement best practices quickly. He has had responsibility for IT as well as a range of other corporate activities as an Officer of several companies. Ray has had budget responsibility up to \$100m and has led teams of over 500 people.

Some of Ray's achievements include:

- Recipient of the PC WEEK Award as the Most Innovative User of IT in the USA
- Developed customer profitability models to continually analyze customers
- Led integration of systems with companies such as Guinness and Heineken
- At BOC Industrial Gases, he led the Integration of business processes and systems across 14 European countries at a time when the EU was still in the future.
- As CIO for Baker and Taylor Media Distribution, he received awards for producing the first Internet based ordering systems for schools, colleges and libraries when the internet was unknown to the general public.
- Introduced the ISBN at Baker and Taylor. This started off with the Publishers' absolute refusal ("don't put that ugly thing on my book cover") and resulting in acceptance across the media supply chain. Considerable time was spent with Publishers in NYC, Library of Congress, Retailers and School and College Librarian Organizations.
- Worked in partnership with the fledgling Amazon.com on their business and logistics model.
- MBO team member to take Baker and Taylor out of WR Grace and make it a standalone \$750m company. This involved a huge amount of due diligence reviews by prospective partners concluding with the Carlyle Group in Washington DC.
- Led the effort to select and install SAP Software on a global basis with direct accountability for the Americas. A considerable amount of work was done in Venezuela, Uruguay, Colombia, Chile and Peru.
- Completely re-architected all IT in the Americas from software to hardware networks and management for BOC Industrial Gases. The cost effectiveness of IT improved by 50%.
- Senior Member of the UK Civil Service with responsibility for IT Governance and a Review of all IT costs. The results were reviewed at cabinet level.

Outsourced 80% of IT to CSC (Computer Science Corporation) at Eclipse Aviation. This saved money and introduced much needed discipline to the organization. Ray graduated from Bristol University in the UK with BA Honors in International Law and Political Science. The IRS confirmed he had an equivalent to a Masters in IT as part of his Green Card process which involved interviews with professors from Yale.

**Donna Taylor, JD, MBA**  
**VP of Research & Development**



Donna has 15 years experience in market research and analysis. Her insight enables a company to take advantage of opportunities, while mitigating risk. She has a diverse background in M&A, venture capital, strategy, and planning.

At IBM, she worked in Corporate Development and Strategy, as well as Finance, in the Storage Systems Division in San Jose, California. She managed various M&A and divestiture activity, including the due diligence associated with the sale of the HDD division to Hitachi.

At Gartner, she worked as an analyst and advisor to technology vendors, end-users, and the invest community. She specialized in storage systems and adjacent technologies, cloud computing and storage, Green IT, data center power and cooling issues, industry verticals, market share and forecasting analysis, emerging markets and disruptive technologies.

At Ford Motor Company, she worked in Worldwide Direct Marketing Operations in London. She spearheaded a market feasibility study and launched the development of a parts wholesaling industry in emerging markets, as well as the associated training material for dealers and distributors.

At Innova, she worked as a Commercialization and Fund Manager for seed-stage venture capital recipients in hardware and software firms.

Donna has a law degree with a concentration in International Corporate Law, an MBA in International Management, and a BS in Finance and Multinational Business Operations. She has studied seven European languages and thrives in an environment that embraces the complexity associated with doing business on a global basis.



## **Marit Peters, Executive Vice President**

Marit Peters' specialty lies in using strong relationship building & project management skills. Over the past fifteen years, Marit has led teams in developing and implementing strategic business plans and provided effective communication models. Her organizational design skills and change management talent have promoted positive changes that enhance company growth, productivity, and market position. She is an analytical problem solver who is able to quickly identify opportunities, develop strategies to bring direction and action, provide resolution, and deliver immediate business value while engaging the leadership and workforce in embracing change.

Marit has worked extensively with companies to enable processes with technology that leverage efficiencies, develop metric-driven cultures, and implement effective, results-oriented training programs.

Marit moved to New Mexico 12 years ago and has worked for the Independent Insurance Agents of NM, Manuel Lujan Agency and Eclipse Aviation. In all three companies she designed her own position and helped implement critical processes and programs that made them more disciplined, improved the skill sets of the staff, and delivered improved products to clients. She thrives in a start-up environment that requires organizational design and development and turning an idea into reality.

As Co-Sales Manager at Manuel Lujan Agency, Marit designed and implemented a new, comprehensive sales management structure for holding sales staff accountable to the sales process which resulted in increased revenues of 20%. Marit provided training, guidance and coaching for service and product delivery team in order to ensure client satisfaction. She also developed and managed metrics and communicated performance against service levels in order to strive for continuous improvement.

With her experience in designing and implementing training programs, Marit is currently leading the development of a robust certification program for Brivea employees and consultants. She has a passion for delivering high quality products to clients and protecting the brand.

Marit graduated with a Bachelors of Arts, Cum Laude at Gustavus Adolphus College, a liberal arts college in Minnesota. She received her Certification as a Kolbe Consultant in 2004. Kolbe's fundamental approach is to identify and leverage people's natural talents. Marit has used their proven solutions to build better teams, hire successfully, develop leaders, motivate and retain employees, and resolve conflicts.

## George Jones, Senior Program Manager



George has over 30 years of experience in Information Technology (IT) and management consulting. He has managed the development of business systems applications in a wide variety of industries and technology platforms. He has been a successful project manager, business developer and managing director.

George joined Brivea in August 2009 as an Advisory Board Member and has assisted the company in conference presentations, methodology development and sales. Prior to joining Brivea, George's career has included:

- Partnership in Andersen Consulting, the predecessor of Accenture
- Project Manager and Managing Director of the Chicago and Houston offices of BSG Alliance / IT, a systems integrator focused on client/server solutions
- Director of Service Delivery for the Houston office of Keane
- Principal and Owner of ChangeMakers, Inc.

Some of his accomplishments have included:

- Managed an eighty person, three-year custom application development project for a major tax sheltered annuity provider. Application's life exceeded ten years and its design was flexible enough to accommodate multiple significant changes in US tax code related to retirement products.
- Managed a seven month, thirty person custom development project for a gas pipeline company. Application was built in 1992 using early versions of graphical user interfaces and Sun platforms. Met critical regulatory deadline. Project's success launched the growth of BSG from 60 personnel to over 600 people in 12 offices.
- Managed the national roll-out of an Internet based construction scheduling system for one of the nation's largest publicly-held homebuilders.
- Began an office in Chicago for BSG. In less than two years had significant project work with Ameritech, Sears, Stein Rowe Farnham and Northern Trust Bank. Grew the office to over 35 people with new hires recruited from Northwestern and the University of Illinois.

George has two M.S. degrees from The Ohio State University, one in Mathematics and the other in Computer Science.