

MICHAEL A. KRAFT

President | CEO | Business Development

Materials Technology & Engineered Systems

Green Tech | Semiconductor | Instrumentation | Solar | Materials Science

Entrepreneurial C-level executive known for strategic mindset, breadth of technical knowledge, and understanding a technology's value in the market. Globally commercializes materials technology and engineered systems. Strategic and business development focused, with "hands-on" growth record in revenues \$200 to \$600 million. Uses extensive international experience to create strong, trusted advisor relationships with customers and partners.

High-energy professional in organic growth, acquisitions, and equity investments. Leader in strategic marketing, international partnerships, intellectual property management, and licensing. Successful change agent in positions requiring strong conceptual, analytical, and negotiating skills. Demonstrated success in corporate strategy and in creating, implementing, and growing market opportunities and consistently delivers triple-digit growth in revenue and profit.

- Vision
- Strategic Planning
- Global Technology Commercialization
- Business Development
- Acquisitions
- Strategic Alliance
- Marketing
- Product Development
- Sustainable Profit
- Organization Development

EDUCATION

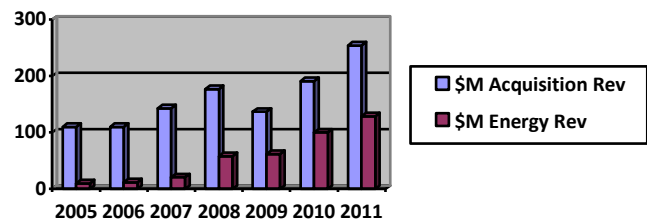
Master of Management (MM) and Business *with Honors*, Penn State University
Bachelor of Science in Electrical Engineering (BSEE) *with Honors*, Michigan State University
Certificate: Integrated Strategic Planning, California Institute of Technology
Certificate: Strategic Marketing of Technology Products, California Institute of Technology
Certificate: Branding and Social Media, Chapman University

PROFESSIONAL EXPERIENCE

CERADYNE, INC. (www.ceradyne.com – NASDAQ: CRDN)

2005 - 2012

- **500% Stock Value Growth:** \$200M to >\$1B
- **300% Revenue Growth:** \$200M to >\$600M
- **Acquisition Leader:** Added \$250M in revenue
- **Global Technology Commercialization**
- **Energy and Engineered Materials growth**



EXECUTIVE MANAGEMENT COMMITTEE (EMC) and CORPORATE OFFICER
REPORTED TO CEO

2005 - 2012

Innovator and high energy leader that creates strong relationships and instills trust. Key contact with advisors and investment bankers; with EMC conducted 28 Quarterly Earnings Calls and 7 Annual Shareholder Meetings. Intellectual property management expert: patent strategy, licensing, sale, and defensible positioning.

- **Transitioned revenues** from 90% defense / 10% non-defense to 25% defense / 75% non-defense
- **Established long term recurring revenue streams** in several new market verticals
- **Created qualitative reports and quantitative analysis** (financial operating models) for growth areas

VICE PRESIDENT – NUCLEAR / SEMICONDUCTOR DIVISION (www.ceradyneboron.com)
REPORTED TO CEO

2007 - 2012

Acquired four companies in energy efficiency and safety of market systems. Hired and mentored new company Presidents. Acquired minority ownership in Japanese chemical company. Worked closely with US Department of Energy and US Commerce Department to open export licenses to China, Japan, Russia, and Eastern Europe.

- **Increased revenue 200% and EBITDA 300% in 3 years;** \$70M revenue, \$22M EBITDA
- **Transformed business culture** to market focus and sales driven
- **Leveraged core technology** into product development process with focus on recurring revenue streams
- **Expanded served markets** by building key customer relationships & strategic alliances to gain market share
- **Improved operating margins** with Lean/Six Sigma, and implemented modern manufacturing practices
- **Established international operations** in USA, Canada, Japan, China, & Germany
- **Board Director of Japanese specialty chemicals company** in Kyoto, Japan (www.yepc.co.jp/eng/)

PRESIDENT / CEO – SEMEQUIP INC. (www.semequip.com)
REPORTED TO CERADYNE INC. PRESIDENT

2008-2012

Ceradyne subsidiary with disruptive hardware and chemicals technology for semiconductor chip ion implantation. Established first commercial revenues and grew to \$6M. Led strategic alliances and established strategy to manage Intellectual Property portfolio of 93 patents.

- **Redirected strategy. Established Board.** Negotiated and built key OEM relationships
- **Licensed patents & manufacturing rights**, negotiated market commercialization with multiple partners
- **Transitioned business model** to IP licensing, chemical sales, hardware royalties, and higher margins

VICE PRESIDENT MARKETING, SALES, AND BUSINESS DEVELOPMENT
REPORTED TO CEO

2005-2008

New position to Ceradyne and Executive Management Committee to integrate sales, marketing, and business development worldwide. Locations: USA, Canada, Germany, France, Japan, & China with revenues of \$225M industrial and \$531M Defense.

- **Established strategic planning process:** hired strategy coach, drove growth plan, and led acquisition group
- **Expanded served markets:** leveraged Core Technology into new products with recurring revenue streams
- **Organizational Development:** transitioned process and people into a world class \$1B team
- **Grew revenues, gross profit, EBIT, and share value from 2004 to 2008:** Revenue: \$215M to \$756M , gross profit 32% to 41%, EBIT 18% to 29%, EPS \$1.12 to \$5.15, and share price \$20 to \$82 (27M shares)

SUNGLOBAL, LLC

2002-2005

FOUNDING PRINCIPLE: C-Level international executive professional services to Global 500 and Equity Capital

- **Transformation:** reducing cost and increasing revenue
- **Acquisition Strategy & M&A Support:** Lead teams and implement pre and post activities
- **Business Development:** new markets and product development
- **Advisory Services:** strategic planning, mentorship, and interim executive support.

RATIONAL, AG (www.rational-online.com – FRA: RAA)
REPORTED TO CEO IN GERMANY

2000 - 2002

PRESIDENT USA

Grew revenues from \$8M to \$20M, and improved earnings by \$4M. Changed culture to growth and profit focus, hired new staff, and **penetrated higher margin segments.** Reached positive EBIT in 12 months. Cut sales cycle 40%, restructured sales channels, and **established strategic alliance with food manufacturers.** RATIONAL AG revenues grew 50% to \$350M and shareholder value grew 300% from \$75M to \$400M.

KULICKE & SOFFA INDUSTRIES, INC. (www.kns.com – NASDAQ: KLIC) 1993 - 2000
REPORTED TO PRESIDENT
1993 to 2000 Kulicke revenue grew from \$150M to \$900M and shareholder value grew from \$300M to \$1.4B.

DIRECTOR of BUSINESS DEVELOPMENT 1997 - 2000
Business development and acquisition team lead focused on compliments to core products with annuity type revenue streams. Integrated and led synergy realization for two international acquisitions that added \$120M revenue with 25% EBITDA; initial acquisition company President and hired/trained successors.

GENERAL MANAGER 1993 - 1997
Ball Bond Group: grew revenue \$154M to \$288M and \$85M EBITDA. Intel “Supplier of the Year-1997”. **Tape Bond Group:** grew revenue 33% to \$16M. **Wedge Bond Group:** Doubled revenue to \$60M, increased EBITDA by \$10M. **Large Area Bond Group:** new K&S Equipment Group, 1st DARPA program (\$10M), 2nd award of \$2M.

GENERAL ELECTRIC COMPANY (now Lockheed Martin www.lockheedmartin.com/isgs) 1985 -1993

DIRECTOR – Program 605 Systems Integration 1991 -1993
25 engineers supporting design, build, launch, and global system management of Top Secret satellite systems in GE Aerospace Military Data Systems Division. Completed Master of Management thru GE Crotonville Program.

ENGINEERING REVIEW BOARD CHAIRMAN / SYSTEMS ENGINEER 1985 -1991
Satellite systems engineering, modeling, and system integration for CIA, NSA, & Joint Chiefs of Staff focused on electronic control systems supporting satellite launch, communications, and control. GE A1 level Talent Management. Top Secret with EBI security clearance.

PROFESSIONAL AFFILIATIONS

OCTANe (www.OCTANeOC.org): Launch Pad Board member and active, contributing member
Swarthmore College (www.swarthmore.edu): Director on Community Board (University liaison to city Mayor)
International Executive Resources Group (www.iergonline.org): member since 2002 & past Membership Chairman
Greater Philadelphia Senior Executive Group (www.gpseg.org): founding member and life member since 2002

COMPUTER LITERACY

Advanced Skills in: MSWORD, EXCEL, POWERPOINT, OUTLOOK, SKYPE, LINKEDIN, FACEBOOK, TWITTER, WORDPRESS, SALESFORCE.COM, and other software and internet tools that increase productivity

PERSONAL INFORMATION

Michael lives in Ladera Ranch, CA with his wife and two children

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Cell: +1 (714) 721-6738

Michael A. Kraft Biography



Michael A. Kraft is a President / CEO known for his strategic vision, business development, and marketing ability. He is versatile in growing businesses in a variety of materials science and engineered technology industries and has successfully run businesses in dozens of countries on four continents. His innovative mindset, breadth of technical knowledge, and extensive international experience quickly produces a deep understanding of a technology's market value.

He has led many companies as President/CEO with revenues of \$100 - \$300 million and led them through growth stages into worldwide markets as strategic suppliers and partners of the Global 500. Twice Michael has been a key member of a senior executive team that grew shareholder value to >\$1 billion. His focus is in fast revenue growth through focusing on organic growth and accretive acquisitions. Michael is excellent in leading acquisition teams; from sourcing targets thru integration and synergy realization post close. He has completed eight (8) global, multi-cultural acquisitions ranging in purchase price from \$7 million to \$142 million, and all delivered a positive ROI.

Michael is a dynamic leader with a high energy level and positive attitude. His entrepreneurial nature and

strategic intelligence drives focused growth and strategic alliance. He instills trust and confidence and creates strong, trusted advisor relationships with customers and partners. Michael leads his teams to establish sound business strategies with clear objectives, goals and simple line of sight compensation plans. With an approachable personality he has a talent for coaching and mentoring; and with an eye for building world class teams he builds strong, self-sufficient businesses. He also understands the systemic change needed in an organization to attain sustainable profitability. He's often recruited to build collaborative partnerships, establish major customers, regenerate core accounts, and lead joint technology development. Michael has a talent for assessing the complex and explaining it in clear, simple terms to align his team. He quickly assesses business opportunities and intuitively evaluates future scenarios which lead to profitable new revenue streams.

Currently, Michael is President of MKT Partners, a technology consulting and interim leadership firm he founded, and is also a founding partner and COO of Atlantis Technology LLC, an advanced materials and electronic products firm. Previously, Michael was Executive Officer and Vice President of Ceradyne Inc. (NASDAQ: CRDN) where in seven years he helped grow shareholder value from \$200M to > \$1B. Michael was also a senior manager at Kulicke & Soffa (NASDAQ: KLIC) where in seven years he helped grow shareholder value from \$90M to >\$1.4B.

Michael spent nine years at General Electric and completed Jack Welch's Crotonville Management Program and a Master of Management and Business from Penn State. He also holds a Bachelor of Science in Electrical Engineering from Michigan State and recently extended his executive education by completing courses in Strategic Planning and Technology Marketing at CalTech.

Michael lives in Ladera Ranch, CA with his wife and two children.