

Bruce C Monk

Summary

Proven senior executive and recognized individual contributor in marketing, sales, engineering, business development, and management. Has worked in both large corporate environments and in several entrepreneurial ventures. Reputation as a person of high integrity.

Strong background in marketing, sales, and business development into Federal and State Government Markets. This experience encompasses both direct sales to government and partnership programs with large integrators. Federal organizations that have been marketed into include DOD, DHS, DOJ, and the intelligence community. Has large network of business and technical contacts domestically and internationally.

Experienced in direct marketing and sales to industrial, commercial and consumer markets.

Noted ability to manage by objective and establish clear, measurable performance goals, both individually and corporately. Proven capability to effectively handling multiple tasks and deadlines at the same time. Skilled manager of time and travel at personal and corporate levels.

Self-motivating with excellent interpersonal, verbal and written communication skills. Demonstrated ability to work independently and as a part of a team to develop and deliver marketing/sales collateral materials including account strategies, presentations, demonstrations, advertisements, and literature.

Invited speaker at several security conferences and trade shows. Author of several articles and "white" papers. Founding member of the Document Security Alliance and participant in the ANSI ID Verification Standards Committee.

Degree in Electrical Engineering and holder of three US/International patents in the areas of document authentication and identity verification.

Has demonstrated skills in Microsoft Office (Word, Excel, Publisher, PowerPoint, Outlook, and Access), ACT, Office Live, and several graphics/video creation/editing applications.

Has held security clearances, but does not currently have one. Has a current U.S. Passport and no travel constraints.

Objective

Permanent or contract employment that allows me to use my expertise and experience to contribute to the growth of an organization. Specific industry, title and salary are of less concern than being a part of a dynamic organization with a solid reputation and a challenging environment.

**Professional
Experience**

**2/2009-
Present**

Fraud-Free Identity Solutions

Hudson, NH

Fraud-Free Identity Solutions was founded in September 2009 by a group of senior experts in the security industry. The mission is to use our experience and passion for implementing or improving the systems that will improve our quality of life by providing a more secure environment. www.fraudfreeid.com

Principal

**7/2010–
9/2010**

Jim Bender for U.S. Senate Campaign

Hollis, NH

Republican senatorial primary campaign for Jim Bender.

Chief Operating Officer/Chief Financial Officer (consulting contract)

Brought in by Jim Bender for last two months of the campaign to manage spending and oversee day to day operations of all functions of the staff with the exception of strategy and fund raising. Reported to the Campaign Manager.

**9/2001–
2/2009**

AssureTec Systems, Inc

Manchester, NH

Company is a major provider of Identity Verification Systems and Document Authentication Solutions.

Chief Technology Officer/Founder, (2001-2/2009), President (2001-2003)

- Co-Founded Company and provided core technology/intellectual property
- Involved directly in product specification/development, market development/relations, and key customer relations.
- Lead the strategic product/technology vision for the company.
- Consulted with customers for design of secure machine readable documents with authentication features for automatic authentication.
- Interfaced and participated with international standards and trade organizations (ICAO, IDSP, DSA,...)
- Three US/International patents issued

1991 - 2000

Imaging Automation, Inc (now part of L-1 Identity Solutions) Bedford, NH

Company was a major provider of Identification Systems, Document Management, and Document Authentication Solutions.

CEO/Founder, (1991-2000), President (1991-1997), Exec. VP (1997-2000)

- Founded and grew company to more than \$20 million in annual revenue and 150 employees.
- Involved directly in product specification, market development/relations, and key customer and international organizations relations.
- Personally responsible for prospecting the opportunity, architecting the solution, proposal writing, and account management leading to award of \$46,000,000 award from Siemens for Argentine project.
- Recognized in the marketplace as a “visionary” and technology expert.

1983 - 1991

Chorus Data Systems, Inc.

Merrimack, NH

Company pioneered the areas of image capture and document management solutions using the PC as a platform.

Vice President Marketing and Sales/Founder

- Developed product requirements and strategic marketing/sales plans.
- Targeted and prioritized market segments based on value proposition
- Defined product requirements and pricing for identified market segments
- Initiated lead management, advertising, direct marketing, and PR programs
- Identified and established strategic relationships with accounts, agencies, integrators, contractors and subcontractors
- Implemented consultative sales program which integrated senior management of all departments into the sales process as appropriate
- Created and managed sales pipeline forecast and order entry processes.
- Defined and achieved bookings, and margin goals
- Generated more than 80,000 inquiries per week and sales of \$700,000 per month.
- Built marketing, sales, and support team of 25 people.

Vice President Engineering

- During 9-month transition period, assumed additional management responsibility for 15 person engineering team.
- Participated in the design concept, product architecture, and implemented elements of the detailed design for both hardware and software products.

1982 - 1983

Analogic Corporation, Inc.

Wakefield, MA

The Computer Systems Group was a major supplier of specialty computers and array processors for medical, seismic, and government intelligence/defense applications.

Director of Marketing and Sales – Computer Systems Group

- Completely rebuilt the marketing and sales team leading to reversal of a major downward trend in sales.
- Redefined the product line, instituted an advertising and direct marketing program, and replaced all marketing/sales collateral.
- Doubled revenue and returned to profitability in 18 months

1972 - 1983

Electronic Associated Services

Hudson, NH

Small home-based business, which designed and manufactured microcontrollers for industrial applications. Its operating history later became the business basis for the establishment of Chorus Data Systems.

President/Owner

1974 - 1982

Hewlett-Packard Corporation

Lexington, MA

Senior Sales Representative

- Specialized (dynamic signal analyzers, laser interferometers...) and standard instrument (test equipment) sales responsibilities.
- Serviced both territory and major accounts.
- Consistently exceeded sales quota by 20-50%.
- Regularly given awards for top performance in the district.
- Recruited systems engineer replacement
- For a six-month period met/exceeded goals in assigned sales territory and met objectives as a regional Systems Engineer supporting other sales team members.

Systems Engineer

- Recognized nationally as a major technical contributor.
- Participated in customer presentations
- Developed and presented application seminars
- Provided pre/post-sales support to government and defense industry customers.

1970 - 1974

Sanders Associates, Inc. (now BAE)

Nashua, NH

Program Manager – Computer Systems Department

- Coordinated all activities between the sales team, customer, and development team.
- Actively involved in customer interaction and project specification.
- Lead design team for specialty ruggedized-processors for aerospace and defense applications.

Project Engineer – Digital Communications Department

- Designed underwater digital communications equipment and associated test equipment.
- Designed and built some of the first modems based on digital signal processing.
- Responsible for interaction with customers and all support organizations.

1969 - 1970

Raytheon Service Company

Burlington, MA

Course Development Engineer/Instructor

- Prepared training courses for radar and weapons systems. Courses ranged from operator level to detailed hardware/software diagnostics.
- Taught Instructor courses

Senior System Engineer

- Assigned to the Applied Physics Laboratory at the University of Washington to prepare sonar accuracy measurement criteria and field evaluate calibration procedures to assure conformance to performance requirements.
 - Designed and built specialty test equipment to aid in the evaluation.
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Education 1964 - 1969 **Rensselaer Polytechnic Institute** **Troy, NY**
BSEE

- Several business and advanced engineering courses in addition to degree program.
 - Many corporate sponsored courses in sales strategies, and business management.
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Invited Speaker

- Card Tech Secure Tech (CTS) – 1998 - 2001
- GATF Security Printing Conference – 2002 (every four years)
- IEEE Homeland Security Conference – 2003, 2004
- ICAO e-Passport Glasgow Conference - 2003
- Gorham International Conference on Travel and Identification – 2004
- American Society of Industrial Security International Conference – 2000
- ICAO NTWG – 2005
- Document Security Alliance - 2010

“White” Papers

- **“Behavioral Profiling Key to Better Intelligence”** – 2010
- **“Improving On the Current Watch List Approach”** – 2010
- **“Improving Aviation Security” - LinkedIn Global Security Professionals** - 2010
- **“Improving Security Protecting Privacy”** – 2001,2004
- **“Building Better Security Into Identity Documents”** – 2004
- **“Border Security Now”** – 2004
- **“Designing Documents for Automated Authentication”** - 2005
- **“Improved Border Security”** – 2003 (focused for US government distribution)
- **“The DMV as an Identity Document Issuer”** – 2002

Articles

“Secure Documents” - Aviation Security International April 2010

Professional Organizations

- Simplifying Passenger Travel Interest Group (1998-2000)
- IEEE 1969-1974)
- Document Security Alliance (Founding Member)
- ANSI Identity Theft Prevention and Identity Management Standards Panel (IDSP) – 2009
- LinkedIn several professional groups (Homeland Security, Global Security Professionals, Intelligence Community, Security Industry Associates, ...)