

Michella Guinan

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▪ Innovator ▪ Entrepreneur ▪ Strategist

- *Business Start-up ▪ Funds Acquisition and Contract Negotiations*
- *Team Creation & Sustainment ▪ Biometrics ▪ Intellectual Property Development*
 - *Software Development*
- *Specification Development for Pre-manufactured Hardware Prototypes*

Tenacious Leader with resilient and synergistic management and negotiation style. Recruited by major chains to disrupt traditional thinking models and spearhead new channel development. Lived abroad from 2010-2014 and traveled extensively to over 20 countries to include, Russia, Morocco, Israel, Italy, France, Spain, Turkey, Greece, Scotland, Ireland, and England. Seeking to apply increased awareness, business acumen and energy to create impact on an organization with global focus in the areas of my passion: disruptive payments and resilience training.

Professional Experience

Co-Founder

1997

Transforming Technologies, renamed Privaris (www.privaris.com), named one of Red Herring's Top 100 Global Companies in 2009

Developed business concept and team that manufactured bleeding edge device to triangulated the use of encryption, Biometrics and wireless technology with heavy focus on privacy, payments and physical access.

- " Provided all start-up capital, negotiated Angel Round and prepped for Road Show for \$3 million round of investment; concept yielded \$33 million investment. Formed company around the assignment of patents 5481265 and 5729220; portions of IP portfolio recently acquired by global device company in 2012 for new payments initiative.
- " Recruited Patent Agent to collaborate with Research Scientist and Patent Attorney to develop Intellectual Property Strategy in conjunction with business and technical research.
- " Hand-picked team of Wharton Students to construct Business Plan and manage channel development post 3 Million Dollar round.
- " Secured \$100,000 in legal representation from Wilson Sonsini Goodrich & Rosati in conjunction with their New Ventures Division.
- " Secured \$500,000 investment from Circuit City in the form of a line of credit with their manufacturing company, Patapsco, for all engineering and prototype development.
- " Recruited and formed successful Board of Directors from Fortune 500 companies, bringing expertise in the areas of payments, privacy, and pre-manufactured prototype development and standards development.
- " Arranged for and conducted high level meetings with National Security Agency, Department of Defense, U.S. Post Office, Equifax, VISA and multiple other entities in the value chain;
- " Secured project for review in the Army's Biometric Fusion Center outside of Washington, D.C.
- " Continue to monitor Steering Committee Activities and Pilot Projects of the National Strategy for Trusted Identity in Cyberspace as well as industry developments in the fields of proximity payments, and web-based point of sale development.
- " Attended and networked at relevant Security, Encryption and Payment conferences throughout the United States and Europe.

Co-Founder

2009 -- Present

Camp Trident (www.camptrident.com), Cape Charles, VA

Co-founded a non-profit summer camp for disadvantaged youth, using Navy SEAL-style programming and training, providing intensive mentorship to boys ages 13-16 and developing life skills, self-confidence and perseverance.

- " Coordinate with public and private schools to identify at-risk youth and invite to attend camp.
- " Developed a philanthropic sponsorship program whereby interested individuals can provide scholarships for participants with financial need.
- " Recruited and hired qualified staff members; all instructors have extensive military experience and are hand-selected by the Executive Director to be positive role models.
- " Created organization website and interfaced with a video production company to produce a short promotional video clip to capture the camp's mission and vision for potential campers and donors.
- " Expanded camp to three locations in 2015 Virginia, Massachusetts and Colorado.

Owner / President

1990 -- Present

Gourmet Gang, Inc. (www.gourmetgang.com), Norfolk, VA

Conceptualized and founded a gourmet eatery and event catering business; started as a simple door-to-door sandwich delivery service with an initial personal investment of \$200. Sales exceed \$5.4 million in 2013.

- " Maintain quality and consistency in six retail outlets spanning three cities, ranging in scope from full service sit down eateries to 200 square foot drive-thru prototype with heavy focus on web ordering and delivery; operate a 40,000 square foot food service production facility 7 days a week / 18 hours a day.
- " Service catering clients ranging from individual social clients to food service for international military charter flights; recently added food service vending for markets for Sodexo and accounts under \$1 million.
- " Recruited and developed cohesive team, growing from one employee to 75 employees; retained majority of staff for over 10 - 15 years in spite of challenges associated with part-time and hourly employees. Loyalty and efficiency of staff allows for remote management.
- " Received Grant from Old Dominion University in conjunction with Center for Innovative Technology to assist with pioneering web ordering food service delivery program.
- " Researched the development of a freeware Cloud-based point of sale system. To include online payment portal designed to receive near field communication (NFC) and proximity payment applications.
- " Recognized for local business development; Honorary Recipient of the 2011 Minerva- Roman Goddess of commerce Awarded. 2014 – Top 10 Leading Ladies of Hampton Roads.

Co-Founder

1986 -- 1990

Lettuce Souprise You, Atlanta, GA

Conceptualized business during junior year of college and secured start-up capital for a multi-unit restaurant concept during senior year of college.

- " Secured private start-up funding of \$250,000 and negotiated the lease for four restaurants in two years.
- " Annual revenue exceeded \$8 million; six restaurants in two states, initial location topped more than 800 customers/day.
- " Repaid initial investment of \$250,000 for primary location in second year.

Recruited for and considered additional business ventures with Starbucks, Arby's , Domino's, International and Cabot Creamery Cooperative.

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Education & Professional Development

B. A., Management, Florida State University 1986

Advanced Breathwork Facilitator and Practitioner 1997
1997 -- Present

" A progress system of self-development that combines Eastern breathing practices and meditative techniques.

Awards:

" Recipient of the Secretary of Defense's Medal for Outstanding Public Service, November 2014