

KEITH A. BUCKLEY

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CEO / PRESIDENT / BOARD MEMBER / PRIVATE EQUITY / GROWTH LEADER

High-growth and turnaround company leader, focusing on execution of growth strategies and operating improvements. Led teams through 7 successful liquidity events, including 5 private sales and 2 IPOs.

Vayan Group, Dallas, TX and Sterling Heights, MI 2023 to present
Private equity-owned, quality assurance solutions provider to the world's leading automotive, aerospace and manufacturing OEMs and tiered suppliers.

PRESIDENT AND CEO *2024 to present*

Hired by Aterian Investment Partners to professionalize and lead this growing portfolio company.

- ▶ **Restructured the management team to optimize performance and output.**
 - Implemented new procedures and reporting structures to speed decision-making and services delivery.
- ▶ **Rebranded and relaunched the company under the new Vayan Group name.**
 - Added a modern approach to the company's image to better align with the technology expectations of the markets we currently serve and those we are expanding into.

MEMBER, BOARD OF DIRECTORS *2023 - present*

Assisted in acquisition diligence, then became the sole outside director. Transitioned to CEO in 2024.

- ▶ **Provided strategic guidance to Aterian and to the company leadership.**

Xytech Systems, LLC, Dallas, TX 2022 to 2024
Private equity-owned, enterprise software provider servicing the world's largest media producers and distributors, production companies, and enterprise media divisions. Operations in the US, UK, and EU.

PRESIDENT AND CEO

Recruited by Banneker Partners to lead their newly-acquired portfolio company. Transitioned the founder/CEO into an advisor role, established the new direction of the company as a SaaS provider, and rebuilt all operating departments.

- ▶ **Hired an entirely new executive team to drive modernization, innovation, and growth.**
 - Changed the culture and direction to align around SaaS with a singular focus of creating the industry-standard Media Operations Platform.
- ▶ **Revamped the product line around a core software product, improved quality, and accelerated delivery times.**
 - Reduced the reliance on professional services and customizations, enabling a more supportable product and more loyal customers.
- ▶ **Grew ARR by over 40% in the first year.**
 - Converted new sales in 2023 to 100% subscription / SaaS.

Federos (now an Oracle company), Dallas, TX

2020 to 2022

Private equity-owned, AI-optimized analytics and automation software provider for the leading global telecommunications carriers, 5G network operators, cloud-based service providers and large enterprises. Operations in the US, UK, and EU.

PRESIDENT AND CEO

Recruited by Evolution Capital Partners to drive revenue growth and profitability, integrate acquisitions, develop new markets and expand go-to-market strategies. Refocused the business, accelerated growth and sold the company to Oracle in December 2021 for a 5X return on invested capital for our sponsor.

- ▶ **Restructured the organization, created a new management team and refocused the company on a common growth goal around the core software platform.**
 - Created a results-focused, rewards-based environment that accelerated new product development, rapidly drove revenue growth and maintained nearly 100% employee retention.
- ▶ **Grew product revenue by 8X and total revenue by 3X in under two years.**
 - Reversed 2019 losses and grew EBITDA margins to 33%
- ▶ **Reduced customer churn and increased recurring revenue by 1.5X over the same period.**
- ▶ **Established the SaaS framework and platform for the transition to a new license model.**
 - Released significant new functionality to address digital transformation across major enterprises.
- ▶ **Selected advisors, created the offering package, and led the company through the sale process to Oracle.**

The Switch Enterprises, LLC (The Switch), New York, NY

2017 to 2019

Private equity-owned, international provider of managed, private-cloud video production and transmission services for the world's largest broadcast, cable, OTT, government, enterprise and eSports content providers.

PRESIDENT AND CEO

Recruited by True Wind Capital Management shortly after their investment to replace the founder, develop new products and markets, increase profitability and lead the next level of growth of this \$80 million company.

- ▶ **Rebranded the company and increased growth opportunities by launching 4 new services in new markets.**
 - Gained a leading position in eSports, remote production, enterprise, social media and studio production segments.
- ▶ **Grew EBITDA by 80% over two years.**
- ▶ **Grew the sales pipeline by over 10X to \$60 million and closed over \$32 million in new and recurring revenue contracts in fifteen months.**
 - Secured over 200 new customers, including many of the world's largest media and tech companies.
- ▶ **Integrated 2 acquired companies and generated significant new revenue from both.**
- ▶ **Restructured the organization, hired new financial, engineering, operations and sales management, rationalized operations and reduced fixed costs.**
 - Optimized operations to increase quality, deliver a more customer-focused service and improve profitability.
 - Created financial transparency, and implemented new ERP and CRM systems and a metric-based sales focus.

ASC Signal Corporation, Plano, TX

2009 to 2017

Private equity-owned, multinational designer and manufacturer of highly-sophisticated satellite earth station systems, air traffic control radar antennas and high-frequency antenna products for broadcast, defense, government and enterprise applications, with international operations in 14 countries on five continents.

PRESIDENT AND CEO

Recruited by Resilience Capital Partners to turnaround, build and lead this \$50 million distressed acquisition. Increased equity value from nearly zero and sold the company to CPI (a Veritas portfolio company) for a 4X return on invested capital in September 2015. Led the stand-alone operating division of CPI after close.

- ▶ **Hired a new management team, restructured the organization and optimized operations.**
 - Increased revenue per employee by over 70% while reducing SG&A by over 25%.
 - Established new quality, growth and profitability metrics and implemented company-wide programs to monitor and ensure success.
- ▶ **Led the company from a loss of \$7 million to earnings of \$8 million, enabling reductions in debt and continued investment in performance improvement.**
 - Combined 37% revenue growth and significant gross margin improvements with operating expense reductions to grow from a significant loss position to 16% EBITDA margins.
- ▶ **Reduced leverage by 40% by using increased cash profits to pay off term and revolving debt.**
- ▶ **Refined the go-to-market strategy and grew share through a focus on key target customers and segments.**
 - Expanded geographic reach in Africa, the Middle East and Asia.
 - Refocused marketing and sales efforts on newly developing industry segments.
- ▶ **Took the company to market, managed the process with the advisors and completed a successful sale.**
 - Established the sale strategy, timing and target list, and then oversaw all aspects of the process.

Trusonic, Inc. (Mood Media), La Jolla, CA

2008 to 2009

Digital music and messaging company that provides a customized, branded technology platform, music library and distribution service for retailers, hospitality companies and digital out-of-home advertisers worldwide.

PRESIDENT

Recruited by the family office private equity sponsor to reorganize and lead the rapid expansion of the holding company's only revenue-producing unit. Enabled a successful IPO, subsequent acquisitions (including Muzak and DMX) and the transformation into Mood Media.

- ▶ **Built a new management team, structured a new business plan, redefined market focus and implemented new marketing initiatives.**
- ▶ **Increased EBITDA by more than 30% in the first 12 months.**
 - Grew revenue by 25% and new customer locations by 30% while maintaining operating expenses.
- ▶ **Secured ongoing growth with a 35% recurring services revenue increase in the second year.**
- ▶ **Developed and released a new state-of-the-art technology platform.**
 - Launched the industry's first completely solid-state device and associated web-based platform.
- ▶ **Improved customer service response times and reduced churn by rebuilding and expanding engineering and customer service departments.**

Juke Systems, Inc., Darien, CT

2005 to 2008

Developer of B2B and B2C mobile phone- and web-based software applications. Primary customers included mobile carriers, mobile phone users, and large corporations.

PRESIDENT & CEO

Co-founded and led the start-up of this innovative software applications company. Sold the company's software technology and all associated IP to Bio-Imaging Technologies, Inc. (NASDAQ: BITI).

- ▶ **Led development of the first mobile phone- and web-based SaaS product for managing and displaying emergency medical information – from concept to commercial availability in eight months.**
 - Developed the concept, architecture and infrastructure. First to market with industry-leading application, which became the mobile component of the Microsoft HealthVault™ platform.
- ▶ **Led development of mobile vending machine and content delivery platform products for MVNOs.**
 - Enabled 2.5 million annual transactions for sale and delivery of applications.
 - Opened markets for MVNOs to generate new revenue sources and increase ARPU.
- ▶ **Took the company to market and completed a successful sale of the company's primary technology.**

InSight Telecommunications Corporation, Boston, MA and Darien, CT

1998 to 2004

Provider of international content delivery and related services for the media, government, enterprise and educational industries.

PRESIDENT & CEO

Co-founded this broadcast and broadband streaming solutions and data distribution services company. Architected a unique business model and established organizational infrastructures. Led a successful exit to an industry leader.

- ▶ **Drove revenues from start-up to over \$17 million in 3 years.**
- ▶ **Captured and maintained a 20% market share in the company's main business segment and leading market share in a smaller niche market segment.**
- ▶ **Restructured following a satellite failure that caused the company to lose a majority of its capacity.**
- ▶ **Completed the sale of the company and generated shareholder return of 14 times invested capital.**

ADDITIONAL BOARD AFFILIATIONS**Trialon Corporation**

2015 – 2022

DIRECTOR

Aero Communications, Inc.

2015 – 2019

DIRECTOR

FanDistro LLC

2009 – 2019

DIRECTOR

EDUCATION

B.S., Telecommunications & Film – San Diego State University, San Diego, CA