

Lyle Bunn - Overview

Lyle Bunn “makes technology happen” through his marketing, business development and communications expertise. He is a 30-year veteran of the Information Technology and Telecommunications (IT&T) industries and markets. His corporate and industry development experience includes work with technology suppliers, major technology users, capital providers, governments, conference and event organizers, national industry and professional associations, media and business services providers.

He has been highly successful in conceiving and implementing strategies aimed at securing early market positioning and sustainable growth for providers of advanced technologies. This expertise has been successfully applied to many initiatives and is currently being applied to the Innovation Pavilion offering, WiFi, advanced digital imaging and display technologies and others. He is currently Director, Digital Display and Rich Media of BTV⁺, where he advances the application of satellite, display and interactive technologies for commerce, public information and homeland security.

He is a regular speaker and author on Dynamic Digital Signage issues and was named the inaugural Chair of the Education Committee of the North America Digital Signage Group of POPAI (Point-of-Purchase Advertising International).

He was recently a primary force in the transition of a publicly traded provider of digital imaging products from proof-of-concept to revenue generation stages, and the very successful launch of “cyber-carrier” services in an application services provider (ASP) model to North America’s Entertainment industry.

His professional focus on go-to-market strategy, alliance development and capitalization, allow cutting edge technology product and services to minimize market entry costs, manage marketing risk and enjoy speed to market. Lyle has contributed at the executive level to technology providers of all sizes from start-up to transnational. His capabilities are augmented by an extensive business network which includes specialists in the areas of business planning, marketing, sales, promotions, communications, government relations, market research, creative, human resources, technology, governance and finance.

He has been instrumental in the development of Canada’s Information Technologies and Telecommunications (ITT) industry serving as the architect of Ontario's Computing Sector Development Strategy and served on the Advisory Board to create the province’s Telecommunication Strategy. (Ontario has technology industry revenues of \$110B, \$4.5B in annual R&D, \$38B export and 435,000 in direct employment). Lyle has served in many technology industry development initiatives and has been a Governor of the Information Technology Association of Canada (ITAC), a mentor in the Entrepreneurship Program of Young Navigators and a member of the Canadian Telecommunications Consultants Association (CTCA), the Canadian affiliate of the International Telecommunications Consultants Society (TCS).

Lyle was the founding Publisher of the Toronto Edition of Silicon Valley NORTH and also served as Vice President, Corporate Development of that corporation, playing a lead

role in the positioning of Silicon Valley North and growth of its readership to 380,000 knowledge industry executives.

Prior to December 1996, he served as Vice President, Communications, of the Information Technology Association of Canada (ITAC) and previously was the founding President of the Information Technology Association of Canada for Ontario (ITAC Ontario).

Lyle served as lead technology industry officer in the Government of Ontario's Economic Development, Trade and Tourism ministry to architect Ontario's Computing Sector Development Strategy and to advance the growth and international success of Ontario's information technology firms.

He has served in a volunteer capacity with the Canadian Information Processing Society (CIPS) as Director in several chapters and at the national level as Director of Professional Development Programs with responsibility for university computer science program accreditation, college technology program certification and national education events. In 1991 he co-chaired the groundbreaking national study of human resources in the IT&T industry entitled "Software in the Canadian Economy".

His private sector experience also has also included technical, management, sales and marketing positions with firms such as Kingsdale Solutions, National Trust Ltd., Nestle Canada, R.L. Crain Ltd., S & S Software, Atkinson Tremblay & Associates, Genesis Training Corp., Jamieson Redmon, Medirex Health Systems and others.

His interests include sailing, golf, film, travel, the arts, the outdoors, government and technology.

What people say about Lyle Bunn...

"Lyle can make things happen".

"Lyle is an ethical person who takes providing excellent service very seriously".

"He is a thinker and a "doer". He conceives plans, organizes and fulfills ideas".

"...Ability to pull together opposing forces to produce harmony and results".

"Extraordinary skills of relationship. Very personable – An extensive "network".

"Understands, and can link the priorities of business and government".

"He understands strategy, tactics and operations and moves fluidly between all three".

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Lyle Bunn - Detailed Resume



Lyle Bunn is an entrepreneurial executive with over 30 years of experience in North America's information technology industry spanning the private, public and not-for-profit sectors. He has demonstrated leadership and executive skills in planning, managing, marketing, promotions, training, product/service positioning and communications.

Digital Signage and Dynamic Media Consultant

Bunn Co. (January 2008 to present)

Provides strategic and business counsel to investors, operators, suppliers and users of Dynamic Digital Display.

Strategy Architect

Alchemy (July 2006 to December 2007)

Principle role in positioning Alchemy, a St Joseph Communications company, as the premier provider of content services in North America's Dynamic Digital Display (DDD) industry. Defined the service offering and led key aspects of marketing communications and partner establishment for sustainable business development. Established supply agreements with principle USA organizations in retail, media, government, automotive and other sectors. Created whitepapers, published articles and appeared extensively in support of business development objectives.

In service delivery by Alchemy, developed the plan for Unotchit Inc. to integrate its patented LongPen interactions technology into digital signage networks. The accelerated project required market sizing and definition of market positioning and revenue development approaches. Revenue forecasts along with substantiation to support investment attraction were provided along with direct market contact to validate the business models and go-to-market plans.

Director, Digital Display and Rich Media

BTV⁺ (*January 2005 to July 2006*)

Created and implemented the positioning of BTV+, as a systems integrator and satellite service provider in North America's digital signage market.

- Created and then operationalized the BTV⁺ business and marketing strategy for Digital Signage. This included defined the offering, its relationship to other BTV+ services and implementation/marketing/sales approaches.
- Gained BTV+ selection on a projected \$US76 million of digital signage network deployment and operations, and is advancing additional business opportunities valued at \$US21 million.
- Maintained contact with the owners of approximately 150 digital signage networks through email campaigns.
- Established and advanced key supplier/partner relationships for digital signage including Displays, Hardware, Software, Installation, Audit, Media Ad Sales, Audio, Content Creation, etc.
- Bunn was named No. 4 on the 2005 Digital Signage Top 10 list for North America by the Digital Signage Forum.
- Gained over 100 media references and published articles.
- Presented at, or Chaired 8 principle Digital Signage events since February 2005.
- Developed the BTV+ website, presentations and media releases.
- Minimized marketing/sales costs to under \$50k/year.
- Positioned BTV+ with primary industry media, associations and event producers. Served as the Founding Chair, Education Committee of the North America Digital Signage Group for POPAI and has been a force in creating the Canadian Digital Signage Association CDSA.

Founding Partner (as Bunn Inc.)

Apogee Partners (*November 2001 to December 2004*)

Mr. Bunn provides marketing and corporate development services and executive expertise. These include;

- As a Founding Senior Partner of Apogee Partners, Mr. Bunn works with advanced technology providers and emerging markets to accelerate the commercial success of various technologies. Areas of focus included display, communications, nanotech, biometrics, computing and information asset management.
- Managed media relations and a showcase of emerging satellite technology applications at the 2004 International Satellite Conference and Expo (ISCe)
- Through his "Bunn on Technology" articles filed with Television International which feeds to AP, Clear Channel and other news outlets, Mr. Bunn provides editorial perspective on emerging technologies to readers and over 1 million "Business of

Success” radio listeners. He participates with media accreditation at major trade events covering the technology, consumer electronics, entertainment, nanotech and other knowledge and talent-based sectors.

- In advance of the Iraq invasion, Mr. Bunn contributed toward commercial trade in software development and IT-related services between Pakistan and USA through liaison with Pakistan, US and Canadian government officials and corporations, including business councils and the US Chambers of Commerce.
- He created the “Innovation Gateway” concept, which provides very high profile to unique and innovative new products and services. The approach was successfully launched at Comdex 2002 and continued into 2004.
- Provided direction in establishing Kingsdale Solutions Inc. as a subsidiary operation of Kingsdale Capital Corp. His practice focus was in meeting the revenue growth needs of Kingsdale clients.
- Serving as Chief Operating Officer & VP, Marketing of VR Interactive Corp., (symbol VRI on CDNX), he transitioned the firm from its research focus to business-based management. Relationships with distribution, research and funding partners were clarified. Standard operating practices for project management, production, human resource management, forecasting and communications were established. Product strategies, pricing and promotional materials were rationalized. The firm secured product recognition awards and distributor confidence was increased. The firm was positioned to enjoy very high growth and profitability based on significantly improved predictability in its operations, suitability of its product offerings to global markets and improvement in distributor relationships.

Director, Marketing

JCI Corporation (*Jan 1999 to Nov 2001*)

As chief marketing officer, Mr. Bunn positioned JCI Corporation to secure dominance in North America’s film and TV entertainment creation market for its broadband-based digital collaboration services. The “CyberCarrier” application services included digital file transport, storage and videoconferencing on a pay-per-use business model. Mr. Bunn created the marketing and communications plans, services identity and oversaw production of communications materials including promotional reel, website, corporate presentations, speeches, whitepapers and promotional materials. He managed the market introduction and public launch of JCI digital collaboration services and managed media, market and partner relations functions. He also actively supported capitalization activities including creating presentation materials and responding to marketing related due-diligence enquiries for private placement and possible public offering (NASDAQ and TSE). JCI secured service agreements with all major studios and post production firms in Los Angeles, New York, Toronto and Vancouver and established partnerships with Lucent Technologies, Global Crossing, Silicon Graphics and others. JCI had a valuation of \$625M in 2001 with \$200M of the placement “pre-sold” through CSFB, SSB, DS, etc.

(Independent Consultant)

Bunn Inc. *(July 1998 to Dec. 99)*

Operating from a base in Toronto, Mr. Bunn was engaged as an independent consultant to provide strategic, tactical, policy-making and operational counsel for enterprise positioning and corporate development. He is a specialist in the areas of enterprise launch, the electronic economy (E-economy) and marketing.

His primary focus has been in assisting Information Technology and Telecommunications providers of advanced products and services in going to market. This has included enterprise and market positioning planning, capitalization and vertical, horizontal or geographic market capture.

Mandates included business unit and market capture planning for a range of firms offering telecommunications and technology-based products and services. These include DSL products, (digital subscriber line), large file transport, telecom engineering service, telecom equipment, E-Commerce executive education and regional economic development through investment definition and marketing. Outlines of several projects are as follows:

- Nortel Networks wished to launch a new business service which would provide strategic counsel in network planning and engineering narrowly targeted to only the world's largest 100 enterprises. Lyle Bunn was asked to create the business plan for this organizational unit with input from various Nortel staff. The plan was implemented and the service unit is exceeding revenue projections. (*see www.nortelnetworks.com*)
- Rhythms NetConnections is one of North America's earliest suppliers of ADSL telecom products and services. Mr. Bunn provided direction in the design of the firms' business-to-business Internet presence and provided decision support in market targeting. He also created the template for Rhythms' expansion into major urban centers. The netsite was created, and Rhythms is successfully building its North American presence based on this template.
- JCI Corporation wished to take its very highly advanced North American Extranet to market following several years of successful telecommunications and network architecting research. Serving in a consulting capacity, Mr. Bunn provided initial opinion in the areas of marketing and communications planning and support for a possible initial public offering.
- "Strategies for Leadership in the new global E-economy" was the theme of the 1999 Chief Information Officers (CIO) Summit. The CIO Summit is a premier annual forum of information exchange on issues related to the competitive advantage offered by information technologies. 350 senior corporate and public sector executives attend the two-day event, of which Mr. Bunn has been a guest of the Summit Sponsor

Advisory Board since 1996. In 1999 he developed the entire E-Commerce Summit program, focusing it on a range of advanced E-Commerce issues. He identified and enrolled the participation of 27 preeminent E-Commerce theorist, strategists and practitioners to present status reports, case studies, implementation perspectives and keynote addresses on strategic and tactical issues related to E-Commerce. He advised each presenter in defining/refining their content and created program descriptions for use in promotional materials. The 1999 Summit exceeded previous event performance levels (despite generally lower levels of participation at executive forums and conferences in the Summit timeframe). Paid attendance was 32% greater than any previous summit and content quality was evaluated as 29% better than any previous year. Sponsor commitments for the 2000 CIO Summit exceed any previous year. (*See www.ciosummit.com*)

- Goldcare Indutiae Inc. called upon Mr. Bunn to launch its High Technology Mastermind program by identifying and enrolling “master level” expertise, candidate firms and funding sponsors. The initial one-year long mentoring forum introduced the CEO of 55 very high potential technology firms to expertise, resources and contacts that would normally be beyond their reach. Mr. Bunn also provided input to the program design and facilitated working sessions.
- Bay Networks: Bay Networks, a provider of Internet Protocol telecom equipment, required a method of mobilizing, motivating and continuously training its international reseller network. Mr. Bunn identified and introduced a state-of-the-art business-to-business E-Commerce approach, which was implemented as a priority initiative following acquisition of the firm by Nortel Networks in late 1998.
- DigIT Interactive has been an innovator in advanced business-to-business and business-to-consumer E-Commerce since 1996. DigIT shareholders engaged Mr. Bunn to successfully position the firm for acquisition. Through his efforts major projects were identified and secured, DigIT entered into alliance partnership with brand name firms, promotional materials were created, very high profile speaking engagements were arranged and areas of core competences were better articulated. This led to successful sale of the firm to the new media division of Quebecor Corp.
- The Greater Toronto Marketing Alliance (GTMA) is mandated to increase corporate investment in the Toronto area. The GTMA’s initial focus has been on global and emerging information technology and telecom (ITT) firms and those which are dependent upon telecommunications, (such as call centers, E-Commerce firms, advanced manufacturing, etc.). Mr. Bunn served on the ITT Steering Committee that directed the creation of ITT industry investment marketing materials. He also conceived an April 2000 investment mission to Silicon Valley, California in which 30 representatives of Toronto’s business, government, association and academic communities participated.
- Lyle volunteered his expertise as mentor to the management team of Softlight Inc., an entrepreneurial E-Business startup. The firm completing its development of two advanced authoring tools including “Scout” which offers Internet based tourism and

film location site viewing, and “Charli”, an authoring tool to enable self-paced, Internet delivered "learnware".

Other mandates of a confidential nature were undertaken and occasional counsel regularly provided to executives in a wide range of positions. Mr. Bunn’s services have been provided in all major Canadian centers, Silicon Valley, San Francisco, Los Angeles, Denver, Boston, Atlanta and New York.

*V.P. Corporate Development and Special Projects
and founding Publisher, GTA Edition.*

Silvan Communications Inc. (Dec. 1996 to July '98)

Silicon Valley NORTH newspaper (SVN) is published monthly for and about several key Canadian geographically defined high technology communities. The newspaper profiles the people, events, and situations impacting the success of knowledge-based industries operating in and from Canada. Readership includes the management and professionals of organizations which produce and provide knowledge-based products and services, representatives of firms which provide business goods and services to Canada's knowledge based industry, as well as post secondary science, technology and engineering students.

- Planned and launched Silicon Valley NORTH newspaper in the Greater Toronto Area (GTA).
- Communicated on an ongoing and regular basis with technology industry executives, pundits and government officials regarding corporate directions, policies and industry issues.
- Established and administered the Toronto publishing office.
- Hired, trained and managed 7 staff members.
- Developed SVN readership to 148,000 people in the GTA.
- Established SVN participation in significant technology industry profile and economic development projects/events.
- Conducted a detailed analysis of internet-based news collection and publishing methodologies with a focus on advertising potential, customized news provisioning, always-on and vortal/portal models.
- Participated in the corporate management team and contributed to overall corporate positioning, expansion, establishment of standard business practices and liaison with key stakeholders.
- Helped to define new markets and publishing efficiencies.

V.P. Communications

Information Technology Association of Canada (ITAC)

(June 1996 - November 1996)

ITAC is Canada's national industry association of information technology producers. Its members account for more than 80% of the 474,000 jobs and \$100.2 billion in revenue which Canada's Information Technology industry directly contributes to the Canadian economy. ITAC's mission is to "lead on issues to assure a strong, growing information technology industry for Canada". Its objective is to advance the application of enabling information and communications technologies across the Canadian economy. As a Governor, he participated in White House and other policy briefings. *See www.itac.ca*

- Established a Communications Advisory Committee comprised of the twelve most effective communications specialists from member organizations (including Nortel, IBM, Digital, Bell Mobility, Compaq, Oracle, Silicon Graphics, etc.).
- Developed ITAC's Communications Plan.
- Maintained communications-related liaison with member and affiliated organizations and ITAC sponsored events.
- Advised member firms on communications approaches.
- Established and managed ITAC relations with media (print and broadcast).
- Engaged and managed as many as 30 consultants and volunteers.
- Oversaw and orchestrated ITAC profile at affiliated events.
- Established corporate website and other communications tools (i.e. printed materials, permission email, trade show booth, etc.).
- Served as spokesperson for Canada's information technology industry with media, government and other publics as needed.

Founding President

Information Technology Association of Canada for Ontario

(ITAC Ontario) *(Mar. '95 - June '96)*

ITAC Ontario is a separately chartered and governed provincial affiliate of ITAC. This technology industry association leads in industry advocacy to the Ontario government and provides events for education and information exchange among Ontario-based providers of Information Technology and Telecommunications (ITT) products and services. *See www.itacontario.com*

- Planned, launched and stabilized the operations of ITAC Ontario.
- Established Charter membership of 105 premier technology providers such as IBM, Nortel, Bell, Oracle, SGI, HP, Sun, Cisco, CGI, etc.)
- Advised member firms in defining approaches to meet their specific business needs (market development, alliances, etc.) and resolve broader industry issues.
- Successfully positioned ITAC Ontario as the primary voice of the IT industry with the Ontario Government on investment, taxation, industry development, human resources, environmental protection, trade and multilateral matters.
- Organized and participated in trade and investment attraction missions.
- Worked successfully with Government officials in creating policies and legislation to improve the attractiveness of the business environment in Ontario for ITT firms.
- Planned and delivered 19 separate events for members to increase their access to resources, policy makers and potential markets.
- Proactively established co-operation and mutual recognition agreements with other significant Ontario-based industry association (including for example Aerospace, Chemicals, Retail, Banking, etc.).

Information Technology Sector Specialist

Government of Ontario: Economic Development and Telecommunications Ministries (*Apr. '91-Feb. '95*)

Mr. Bunn held positions in several departments and Ministries of the Government of Ontario responsible for economic and employment growth, focusing on Information Technology and Telecommunications industry growth. This was accomplished by strengthening the competitiveness of the province's corporations by improving commercial practices, industry development, increased investment, assisting small businesses and by expanding domestic and export markets.

During a period of Government restructuring, Mr. Bunn and his technology industry development responsibilities reported through a number of different Ministries. These included the Ministry of Industry, Trade and Commerce; the Ministry of Economic Development, Trade and Tourism; and the Ministry of Culture and Communications. Elements of his former responsibilities are now held in various ministries accountable for economic development, investment marketing, education, government operations, communications, multilateral relations, science and trade. (*See www.gov.on.ca*)

Mr. Bunn's role was to oversee and manage initiatives to increase the size and success of Ontario's information technology and telecommunications industry. This included improved the understanding of and overseeing the development of approaches to resolve issues impeding Information Technology industry growth and success. (i.e. technology

product/service uptake, access to resources, trade issues, etc.). Specific activities in the areas of a) formulating and implementing strategy b) improving stakeholder communications and c) advising and providing perspectives were as follows;

- Chaired the Government of Ontario's 32 person Inter-ministerial Information Technology Sector Committee.
- Created and Chaired the Ontario Information Technology Associations Council, a council comprised of 23 Ontario technology associations.
- Represented the Government of Ontario on Industry committees (i.e. ITAC Software Committee) and at Federal/Provincial technology conferences and councils.
- Contributed to the development of Ontario's Telecommunications Strategy.
- Architected the framework, prepared the detailed project plan, secured funding and private sector participation and oversaw creation of Ontario's Computing and Software Sector Development Strategy. All recommendations were accepted and implemented.
- Served on the Advisory Board which created Ontario's Telecommunications Strategy.
- Provided input to communications plans and Government addresses.
- Served as Government spokesperson for print and online media on technology related matters.
- Provided input to and participated in investment marketing and trade activities.
- Wrote speeches and briefing materials for the Premier and several Ministers
- Presented to committee and briefed Ministers on key technology related issues
- Planned, managed and conducted activities to increase the size and success of Ontario's information technology and telecommunications industry.
- Provided input to Investment Marketing and Export Development Strategies.
- Advanced the understanding of and designed approaches to resolve Information Technology issues by government.
- Worked with Ministers and their staff, Ministry Executives and their staff and with Cabinet office on issues related to technology policy, information technology industry and provincial economic development.
- Liaised with associations, firms, and government branches, and Ministries and Departments of government at the municipal, provincial and federal levels.
- Provided assessment of major technology industry related needs and proposals to Government.
- Increased linkages between associations and government by encouraging and facilitating communications.
- Provided information on demand to the public, media and government staff about Canada's and Ontario's Information Technology sector; (information requests concerned the sector's structure, participants, scope, size, institutions, strengths, weaknesses, products and services, etc.)

Managing Partner

JAMIESON REDMON (Oct '90 to Apr. '91)

Marketing and Communications consultancy serving information technology organizations.

- Prepared business plan and initiated operations.
- Designed, developed and created executive-level information events.

- Won contracts for membership development to strengthen the Canadian Advanced Technology Association (CATA) in Toronto and the Canadian Exporters Association (CEA) in Ontario.
- Provided expertise and training to management to various information technology organizations on marketing issues and approaches.

President & C.E.O.

GENESIS TRAINING CORPORATION (Nov '88 to Sept '90)

Training program developer and provider of communications, management and personal effectiveness training for information technology professionals.

- Developed the "Genesis" Business Skills Training Program for Information Technology professionals.
- Successfully positioned "Genesis" in the training market.
- Facilitated training programs weekly to professional and management staff of technology and service organizations.
- Served as spokesperson for workforce training with industry executives, as a guest speaker for groups, and through trade and consumer press.

Branch Manager, Toronto

EXOCOM SYSTEMS CORPORATION (Dec '87 to Nov '88)

Owner-operated, Ottawa based consultancy of 60 highly technical consultants with expertise in computer system optimization, real time systems design, workflow optimization, software development and technical writing. The objective of establishing Exocom's first-ever satellite operation in Toronto was met.

- Conducted market research and prepared branch business plan.
- Recruited, selected and managed 6 senior, technical consulting staff.
- Established and administered the Toronto office.
- Successfully marketed technology consulting services in Toronto

Associate

ATKINSON, TREMBLAY AND ASSOCIATES INC. (Mar '86 to Nov '87)

This 300-person technology consultancy was headquartered in Montreal with offices in Ontario and Quebec to provide senior level expertise in areas of information technology such as software engineering, telecom network design, database and application systems design and development. ATA owners wished to establish a successful Ottawa operation

to improve corporate valuation for public offering. The firm's client list included many transnational firms. Its competitors included DMR, LGS, CGI and others.

- Created business, financial and marketing plans. Negotiated contracts for office space and administrative services.
- Establishing and managed all day-to-day operations of Ottawa operation.
- Selected, hired and managed up to 13 technology consulting staff.
- Successfully marketed technology consulting services to senior federal government officials (including Prime Minister's Office, Privy Council, Department of National Defence, Correctional Services and Public Works).
- Worked with senior technical staff to define and manage projects.
- Provided quality assurance on large projects.
- Achieved revenue of \$900,000 and growth to 13 professional staff members in 18-month period.
- Organized and hosted the Corporate Business Summary and Social weekend in Ottawa for 600 guests.

Vice President, Marketing

S & S SOFTWARE LTD. (*Mar '83 to Feb '86*)

- Bid on, won and negotiated Federal Government contracts for research, systems development and technology specialist assignments with virtually all federal government departments, agencies and crown corporations.
- Developed corporate expansion plans, sales plans and a standardized approach to proposal preparation.
- Provided input to technical staff recruitment, hiring and training.
- Liased with clients and consultants to resolve conflicts
- Instituted an employee incentive and performance awards program.

Health Industry Specialist

R.L. Crain Inc. (*Nov. '80 - Mar '83*)

- Conducted information systems audits, designed new systems and oversaw system documentation in Ottawa area hospitals.
- Provided extensive input to corporate Health Care Industry Marketing Plan
- Trained sales and systems professionals in health care systems, procedures and issues.

Other positions

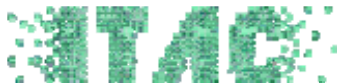
- Medirex Systems Ltd. - Health Systems Associate '79-'80
- R.L. Crain Inc. - Toronto - Sales Representative (SME) '77-'79
- Nestle (Canada) Ltd. - Systems Analyst '76-'77
- National Trust Co. Ltd.
 - Systems and Business Analyst
 - Retail banking
 - Capital Gains Taxation

Affiliations:



POINT•OF•PURCHASE ADVERTISING INTERNATIONAL

- **Founding Chair, Education Committee, POPAI (Point-of-Purchase Advertising International) North America Digital Signage Group.**



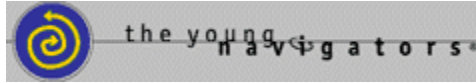
- **Former Governor, Information Technology Association of Canada (ITAC)**



- **Former Member, Canadian Telecommunications Consultants Association (CTCA is an affiliate of the international Society of Telecommunications Consultants)**



- **Past Program Steering Committee member, Chief Information Officers (CIO) Summit**



- **Past Advisory Board member, Young Navigators® Program and Mentor, Entrepreneurship Program**



- **Canadian Information Processing Society (CIPS) - former posts**
 - National and Ontario Regional Director
 - National Director, Professional Development Programs
 - Editor, Toronto Section Newsletter
 - Director - Toronto & Ottawa Sections
 - Organizing Committee Chair and member (numerous executive and technologist professional education events (i.e. seminars, Management Forum, National Seminar and National Telecast). Mr. Bunn organized Canada's first national educational telecast.
- **Employment and Immigration Canada. Past Co-Chair of Steering Committee "Software in the Canadian Economy" study**

- **Canadian Exporters Association. (CEA) Former Representative, Ontario**



- **Member development - Canadian Advanced Technology Association (CATA)**
- **Past Director, Connect.IT**



- **Former Steering Committee Member, Information Technology & Telecommunications Advisory Council, Greater Toronto Marketing Alliance**
- **Commencing January 2007, Member of the Technical Advisory Board of Sign Business magazine.**

Education:

- East Northumberland Secondary School (Mathematics major, Honours Program) Graduated 1973.
- Ryerson Polytechnical Institute (Computer Sciences Program) 1975-78
- Carleton University, Ryerson Polytechnical and Algonquin College (Technical, Business, Management, Language and Special Interest courses)
- Continuous learning through business and industry events (4-6 major events per year).
- Ongoing reading. (E-Commerce, Business, Technology, global change, advanced technology and technology application).
- Ongoing dialogue with forward-thinking individuals from the business, technology, academic and public sectors in Canada, the US and abroad.

Professional Recognitions:

- Canadian Information Processing Society (CIPS) Information Systems Professional (ISP) designation.
- Listed in the high technology edition of Who's Who in Canadian Business.

Security: Security clearance at highest level (Top Secret), Government of Canada. White House, West Wing clearance on file. 2004 Visa for travel and work in Republic of Pakistan related to USA/Pakistan trade development. Current China work Visa.

Past community contributions include Big Brothers Association of Ottawa-Carleton: former big brother, Director and Chair, Annual fundraising Art Auction; United Way of Ottawa-Carleton: Campaign Team Chair - Technology Sector; Children's Aid Society of Ottawa-Carleton: former foster parent

Professional Appearances:

Numerous published, quoted and professional appearances in New York, Los Angeles, Chicago, Las Vegas, Toronto, Ottawa, Vancouver, Calgary, Portland and New York business, consumer and technology media (press and broadcast).

Provided technology news and event stories to TVI feed of Clear Channel to 1250 radio and 50 TV stations.

Technology Specialist guest appearances on "Business of Success radio" across 65 USA stations to 1 million listeners.

Numerous (about monthly) presentations in seminars, conferences and panels to business, professional, academic and service organizations.

Chaired or presented at virtually every major Digital Signage event held in North America since 2004.

Personal: Lyle travels extensively and enjoys sailing, golf, film, the arts and the outdoors. He lives in Toronto where he was recently married.

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