

KERRY S. LEPP0

CUSTOMER CENTRIC C-LEVEL EXECUTIVE

Beverly, Massachusetts

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CORE COMPETANCIES

Poised to Pivot

New Products Development & New
Manufacturing Processes
Development

Adept Business Acumen

Transition/Change Management
including Mergers & Acquisitions

Strategic Thinker

Strategic Partnership Relations &
Designing Competitive Barriers

Marketing & Advertising Expertise

Brand Development & Positioning,
Marketing Strategies, Tactics,
Promotions and Sponsorships

PROFESSIONAL SUMMARY

Kerry is a business leader, board member and investor. He is on the boards of several private companies and non-profits. Kerry has held C-level executive positions where he has been instrumental in growing companies from inception through surpassing revenue goals. He has both agency & client advertising industry experience for both B-B & B-C products and services. Kerry's rich marketing experience is highly tuned to customer demand drivers and innovative market opportunities, and so his leadership has manifested unique competitive advantage when at the helm. His knowledge of investment banking, DoD procurement contracts and private equity capital brings depth and a wealth of experience to the table for the many private company boards and non-profits he advises. He has been a guest speaker on business, entrepreneurship, advertising and global marketing on multiple podcasts and also at the F.W. Olin School, Babson Graduate School of Business. Kerry has a passion for rock music and performs with a popular North Shore touring band. He also enjoys sportscars and has followed the NASCAR circuit since 2004. He has done business with NASCAR LLC and was an investor and partner in NASCAR DRG Racing Team.

WORK EXPERIENCE

TRANSCENDENT AEROSPACE, INC 2018 - present President, Co-Founder - Providence, RI & Colorado Springs, CO

Invested seed capital and fundraised \$40M USD to launch aerospace company.

Sponsored USA pavilion demonstration event at *Dubai Air Show 2019* debuting our two aircraft flight tested by US military jet fighter and FAA test pilots. Managed tradeshow presence and addressed the general assembly as keynote speaker.

Created critical parameters for stealth acoustic signature and covert visual image appearance of our aircraft designs for global military and DoD communications operations. Created collateral content and Public Relations materials.

Developed strategic partnerships for lifecycle maintenance and global service support of our aircraft airframes.

Briggs Capital, LLC 2009 - 2018 Partner - Dedham, MA

Personally achieved dozens of successful mergers and acquisitions of emerging and middle market companies.

Served regularly as interim executive for 'turnaround' businesses to insure successful investment banking project implementation.

Provided strategic consulting to uncover valuable company assets. Conducted all business valuations, market place analyses and systematic due diligence for investment firm clients.

Analyzed the potential manufacturing and technology pitfalls of prospective new firm clients. Created all communications and marketing programs to attract new client companies to firm.

OUTREACH

- Board Member - Regenesys 501(c)(3), 2022-present;
- Advisory Board Member - The Venture Forum (TVF) of Worcester & Central MA, 2018-present;
- Advisory Board Member - Mass Office of Business Development Council, 1992-1994.

EXTRA-CURRICULAR ACTIVITIES

- Advertising Club of Greater Boston Hatch Award received on numerous occasions recognizing the BEST of Boston's Advertising and Marketing community.
- Publisher of *MusicWorld* magazine photographing acts and interviews including Bonnie Raitt, James Taylor, Emmie Lou Harris, Kinks, 38 Special, Rolling Stones, Robert Palmer among many others.
- Produced FOX TV show *Sportfishing the Northeast*.
- Sportfishing videographer - Petersburg, Alaska.
- Partnership with Retired Harlem Globetrotters promoting Health & Wellness for communities in Tuskegee, AL.

KSG INNOVATIONS, INC

2005 - 2009

President, Board Member - Dedham, MA

Launched chemical coatings company for industrial, military, and consumer markets. Sourced, reviewed and developed new coating technologies for market viability including products for Corrosion, Odor, Microbial, and Mold Control. Line of Green products that was innovative technology for this time.

Sold \$4M USD in just first year's revenue eventually including clients such as Nike, Polartec, US Army and Columbia Sporting Goods in our client base. Our IP was eventually sold to J&G Coatings, Naples, FL

Created and designed our manufacturing systems, marketing, branding, advertising and product launch. Developed sales networks for specific product verticals and training materials for our sales force.

KESTRAL COMMUNICATIONS, INC

1996 - 2005

COO, Board Member - Westwood, MA

Achieved status as largest national distributor of consumer software for nearly a year with clients from Fortune 1000 companies such as AT&T, AOL, Sprint, Dish Network and AMEX,

Negotiated licensed software content contracts totaling \$9M USD for our online customer retention, incentive and loyalty programs.

Built and maintained unique client and vendor relationships that enabled our sales on the internet to grow to \$3M USD by second quarter after the start-up year.

Developed and launched turn-key e-commerce website ordering systems for licensed software.

Originated the marketing model of "Product comes Free with payment only of Cost for Shipping and Handling."

HOMEVIEW, INC

1990 - 1995

VP, Founding Partner -Needham, MA

Fundraised \$10M USD from both VCs and IBM with plan prepared and implemented by team of co-founders to introduce the first real estate brokerage with pre-internet, interactive, virtual touring capabilities for the residential home market.

Developed and executed marketing and media strategies for local and national rollout. Achieved status of "Best Known Real Estate Company" within six months of launch according to Multiple Listing Service (MLS) surveys.

Trained the data team and creative teams to create the software integrated into the real estate home touring computer program. Our imaging display software was sold to Prudential Real Estate and is currently used today.

ABBOT, AMES Advertising, INC

1981 - 1990

CEO, Founder, Chairman of the Board - Boston, MA

Built broadcast and print boutique advertising agency organization from the ground up and achieved regularly over \$15M USD annually in sales revenue.

Developed all new business pitches and client advertising strategies. Oversaw team of creatives as Creative Director. Managed client services and relationships for our clients including John Hancock Services, Digital Computers, Braun, Gillette (Personal Care Div), Rowenta and Butcher Block Meats in our client base.

EDUCATION

Boston College

1973 - 1978

Chestnut Hill, MA

BS Biology Major, Chemistry Minor, Four-year full athletic scholarship, D1 School Athletics Record Holder, 55 m High Hurdles, 1977-2011.

USA Olympic Qualifying Track & Field Tournament Competitor, Millrose Games, Madison Square Garden, NYC, 1975.

Harvard College

1980 - 1982

Cambridge, MA

Marketing, Entrepreneurship and Executive-Role courses completed at the Extension School.

ENTREPRENEURSHIP MENTOR

The Venture Forum (TVF) of Worcester & Central MA 2018 - Present Mentor and Pitch Contest Judge.

Podcasts

- *The Keys to Getting Venture Funding*
- *TVF Talks with Entrepreneur Kerry Leppo*

FW Olin School-Babson Graduate College of Business

2019 - Present

Graduate Student Mentor.

Podcast *Transcendent Aerospace, Inc.- So What Exactly Do You Do?*