

TODD BOUMAN

CEO | PRESIDENT | TRANSFORMATION & GROWTH LEADER

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Executive Summary

A market-shaping executive with a proven record of scaling businesses to \$1B+, repositioning global enterprises, and advancing frontier technologies into growth markets. Known for bridging bold strategy with disciplined execution, I deliver transformation, sustainable growth, and cultural renewal across industries and markets. I build high-performing organizations by aligning people, purpose, and performance, fostering cultures of accountability, innovation, and inclusion. Trusted by boards, executive teams, and global partners alike, I lead organizations through inflection points, unlock new markets, and position businesses for future-ready performance.

Signature Achievements

- **Built Samsung U.S. Notebook Business** — Scaled the division from \$70M to \$1B (~12% market share) by creating a new premium product category, expanding channels, and elevating brand.
- **Repositioned NEC Globally** — Delivered +20% revenue and 100%+ profit growth by revitalizing company culture, recasting the vision, and positioning the business for a successful merger.
- **Grew Proto Hologram** — Secured Series B funding, scaled AI and spatial compute into enterprise markets, and balanced rapid innovation with disciplined cash management to achieve growth.

Value Profile

A high-performing and energetic leader recognized for decisive execution, cultural renewal, and empowering teams to deliver breakthrough results. I navigate complex challenges with clarity and speed, balancing accountability with recognition and continuous learning. Known as a mentor across functions, I foster environments built on respect, integrity, and innovation, enabling organizations to adapt, grow, and sustain long-term performance.

Core Expertise

- **Leadership & Governance** — CEO/President roles, Board Collaboration, Investor Relations, Mentorship & Coaching
- **Growth & Transformation** — Strategic Growth, Market Expansion, Turnaround, M&A Strategy & Integration, Change Management
- **Innovation & Technology** — Generative & Agentic AI, Spatial Computing, Digital Transformation, Product Development
- **Execution & Scale** — Global P&L (\$1.5B+), Operational Excellence, Sales & Marketing Leadership, Supply Chain Strategy, Operational Efficiency
- **Customer & Market Insight** — Voice of Customer, Market Research, Competitive Intelligence, CRM, Stakeholder Management, Enterprise Sales

Professional Experience

Proto Hologram – California | 01/25 – Present

Technology company providing spatial-compute and agentic / generative AI solutions

Advisor (10/25 – Present)

Chief Executive Officer (01/25 – 10/25)

Developed the business strategy, go-to-market plan, and R&D roadmap that positioned Proto to evolve from start-up stage toward small-medium enterprise readiness. Directed program management and innovation efforts to build an AI platform delivering agentic and generative AI solutions across retail, corporate, healthcare, education, and entertainment. Partnered with investors and board members in stakeholder management to secure Series B funding and establish a sustainable growth model.

- **Revenue & Efficiency** — Achieved 20% revenue growth year-over-year while reducing burn rate, preserving cash, and limiting capital raise requirements.
- **Capital Raise** — Secured \$3.5M in Series B funding to accelerate AI platform development and expand ProtoOS into a content management solution for agentic AI avatars.
- **Innovation Leadership** — Directed program management and R&D to build an AI platform delivering agentic and generative AI solutions into enterprise markets.

LvlUp Ventures – California | 03/24 – Present

Venture capital firm providing fundraising support and services to founders

Advisor, Mentor, Masterclass Instructor (03/24 – Present)

Advise pre-seed and seed-stage founders in emerging technology markets, providing strategic guidance on fundraising, product development, and go-to-market execution. Deliver masterclasses and hands-on mentorship to help early-stage teams build scalable foundations and investor-ready strategies.

- **Founder Development & Capital Preparation** — Mentored early-stage CEOs and leadership teams, strengthening investor readiness, product strategy, and operational discipline; supported preparation of pitch decks, financial models, and narratives that positioned companies to secure funding rounds.
- **Market Strategy & Ecosystem Impact** — Guided start-ups in refining sales and marketing approaches to accelerate customer acquisition and scale; designed and delivered masterclass series on fundraising, growth strategy, and market entry, equipping dozens of founders with practical tools for success.

NEC Display Solutions, Americas – Illinois | 05/15 – 03/24

Middle-market display solutions, services, analytics, and IoT company

Chair, President & CEO (05/15 – 03/24)

Recruited to transform NEC from a hardware-centric business into a global solutions and services company. Led a 200-employee organization with full P&L accountability, reporting to Japan-based headquarters and the governing board of directors.

- **Growth & Profitability** — Re-aligned sales and marketing, revised product roadmap, and drove 20% revenue growth with 100%+ profit increase (2015–2020). Maintained break-even through the pandemic and returned to profitable growth.
- **Merger Integration** — Positioned the company financially to attract and secure an M&A with Sharp Electronics. Led integration of operations, systems, products, sales, and marketing under a unified brand two years ahead of plan.
- **Innovation & Analytics** — Directed development of NEC's analytics platform integrating machine learning and AI to deliver predictive purchase insights for retail clients.
- **Cultural Transformation** — Established new mission, vision, and corporate strategy, shifting the business from hardware development to a services- and solutions-driven model, leading large-scale change management initiatives.

Samsung Electronics, Americas – New Jersey | 02/09 – 01/15

\$200B global semiconductor, telecommunications, and digital convergence company

Vice President, Marketing (12/11 – 01/15)

Interim Senior Vice President, Sales & Marketing (06/11 – 05/12)

Director, Marketing (12/09 – 12/11)**Director, Mobile PC Product Manager & Marketing (02/09 – 12/09)**

Managed a \$1.5B P&L and led a 70-employee marketing team across mobile computing, printing, and display businesses. Accountable for product strategy, channel marketing, and brand communications. Selected as interim SVP to lead both sales and marketing, reorganizing teams and driving vertical-market focus.

- **Division Growth & Market Creation** — Scaled IT division to \$1B+ (70%+ growth) and built U.S. premium notebook category from \$70M to \$1B (~12% share).
- **Executive Leadership** — Recruited and developed high-performing teams, aligning sales, marketing, and product functions to accelerate growth and strengthen customer relationships driving operational efficiency across supply chains.
- **B2B Brand Impact** — Elevated Samsung's enterprise brand by expanding partnerships, launching new solutions, and positioning the company as a trusted provider in IT and mobility markets.

Hewlett-Packard Company – California | 06/94 – 02/09

\$100B global computing, imaging, and IT services company

Ultra-Light Category Product Manager & Marketing (11/05 – 02/09)

Drove go-to-market strategy for HP's ultra-light notebooks, increasing category presence and leading collateral, sales engagement, and pricing strategy.

- **Product Launch** — Directed development and launch of HP's first ultra-light notebook, creating a new category and expanding enterprise market share.

Manager, Business Strategy & Marketing (10/01 – 11/05)

Directed a six-person team to expand PC product solutions and services.

- **New Business Development** — Built a customization and delivery services business, generating \$14M in FY'04 and \$26M in FY'05.

Career Foundation (1994 – 2001)

Progressive roles in supply chain, operations, and pre-sales with consistent cost savings and productivity gains.

Education**University of Michigan – Flint, Michigan**

Doctor of Business Administration (DBA) in Business Strategy, Expected 2028

Research focus: Impact of generative AI on firm performance

University of California – Davis, California

Master of Business Administration (MBA) in Marketing & E-Business

California State University – San Jose, California

Bachelor of Science (BS) in Business Administration/Management

Volunteer**Chair – ECRC Senior Leadership Team 03/20 – 03/25**

Led board of directors for Elmhurst Christian Reformed Church responsible for \$3M budget, chaired governance and risk reviews, operations, staffing, and management.