

TODD BOUMAN

TECHNOLOGY CEO | PRESIDENT | ENTERPRISE AI LEADER

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Executive Summary

A market-shaping CEO and President 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

Professional Experience

Bouman Consulting – California | 05/22 – Present

Private advisory practice serving venture capital portfolios and mid-market technology enterprises.

Interim Executive & Strategic Advisor

Provide fractional executive leadership and strategic direction to Venture Capital portfolios and Mid-Market technology enterprises. Focus on operational turnarounds, P&L optimization, and AI integration while selectively evaluating permanent executive operating mandates.

- **Enterprise Transformation:** Partner with Mid-Market hardware and software organizations to architect "Legacy-to-Digital" pivots, restructuring global sales organizations and optimizing P&L for exit or scale.
- **Venture Advisory:** Serve as a Strategic Advisor to the LvlUp Ventures ecosystem (see below), preparing Seed-to-Series B founders for institutional fundraising and go-to-market scaling.
- **Digital Strategy:** Advise leadership teams on the integration of Agentic AI and spatial computing into core enterprise workflows.

LvlUp Ventures – California | 03/24 – Present

Venture capital firm providing fundraising support and services to founders

Strategic Advisor

Partner with firm leadership to advise founders in emerging technology markets, providing strategic guidance on fundraising, product development, and go-to-market execution.

- **Founder Development:** Mentored early-stage CEOs on investor readiness, pitch deck narrative, and operational discipline.
- **Market Strategy:** Guided start-ups in refining sales and marketing models to accelerate customer acquisition and scale through masterclass series on fundraising, growth strategy, and market entry.

Proto Hologram – California | 01/25 – 10/25

Technology company providing spatial computing and agentic / generative AI solutions

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-to-medium enterprise readiness (SME). Directed innovation efforts to build an AI platform delivering agentic and generative AI solutions multiple verticals. Partnered with investors and board members to secure Series B funding and establish a sustainable growth model.

- **Revenue & Efficiency:** Achieved revenue growth year-over-year while reducing burn rate, preserving cash, and limiting capital raise requirements.
- **Capital Raise:** Secured capital 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.

Sharp / 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 company. Architected the strategic Joint Venture with Sharp Electronics (2020), forming Sharp / NEC, and led the organization through a multi-year integration.

- **M&A & Integration:** Successfully navigated the Joint Venture integration of operations, systems, products, and sales, culminating in the final merger into Sharp Electronics in Jan 2024.
- **Exit Strategy:** Directed the final post-merger integration and organizational restructuring prior to successful exit in March 2024.
- **Growth & Profitability:** Drove 20% revenue growth with 100%+ profit increase (2015–2020) and maintained break-even profitability and growth through the pandemic.
- **Cultural Transformation:** Shifted the business model from hardware development to services-driven solutions, launching the NEC Analytic Learning Platform (ALP).

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

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

Vice President, B2B Marketing (12/11 – 01/15)**Interim Senior Vice President, Sales & Marketing (06/11 – 05/12)****Director, Mobile PC, B2B Marketing (02/09 – 12/11)**

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.

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.

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

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

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 Agentic AI on firm performance

University of California – Davis, California

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

San Jose State University, 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.