

TODD BOUMAN

PRESIDENT & CHIEF EXECUTIVE OFFICER

MARKET-SHAPING LEADER DRIVING ENTERPRISE REINVENTION AND GROWTH



A market-shaping leader who turns challengers into category leaders, Todd Bouman has spent his career reshaping organizations, cultures, and markets to unlock new value. With over a decade as CEO and President — and leadership roles at Samsung, NEC, and Proto — he has guided companies through inflection points, building billion-dollar businesses, repositioning global enterprises, and advancing frontier technologies into commercially viable growth. Known for converting bold vision into measurable results, Todd blends strategic clarity, operational discipline, cultural renewal, and the ability to bridge strategy with execution.

At Samsung Electronics America, Todd was recruited to establish and scale the U.S. mobile computing business. Managing a \$1.5B P&L, he transformed the division from a \$70M start-up into a \$1B market leader with 12% share. He built a national sales and channel organization, forged

partnerships with Fortune 500 enterprises, and launched Samsung's first U.S. B2B brand platform — later adopted globally — which elevated enterprise credibility and created a foundation for long-term growth.

At NEC Display Solutions of America, Todd led an enterprise repositioning anchored in a three-tier growth strategy: optimizing the core hardware business, expanding into solutions and services, and launching innovative platforms such as the NEC Analytic Learning Platform (ALP), which applied AI and machine learning to transform customer engagement. This framework delivered 20% revenue growth, more than 100% profit expansion, and an efficient post-merger integration, completed two years ahead of expectations following the Sharp-NEC merger.

As CEO of Proto Hologram, Todd brought his reinvention skills to the frontier of spatial computing and AI. He achieved year-over-year revenue growth, secured Series B funding, and positioned Proto as a leader in agentic AI and holographic communication — scaling the company from an early-stage venture into a commercially viable enterprise. He balanced innovation with financial discipline, advanced organizational maturity, and scaled market presence — demonstrating agility in translating frontier technologies into sustainable growth.

Todd's leadership spans global strategy, enterprise transformation, and operational scale. He has presented to boards, partnered with investors, and led global teams through complex integrations and market expansions. His servant leadership philosophy builds resilient, future-ready teams that deliver both performance and long-term organizational health.

Beyond the enterprise, Todd mentors emerging leaders and startups, reflecting his commitment to developing the next generation of innovators. He holds an MBA from UC Davis, a BS in Business Administration from San Jose State University, and is pursuing a Doctorate in Business Administration at the University of Michigan, where his research on generative AI and firm performance underscores his commitment to bridging practice and academia. His work increasingly explores the intersection of emerging technologies and emerging markets, ensuring that the lessons of enterprise reinvention also serve as a resource for scholars, students, and future innovators.

TOP ACHIEVEMENTS



Scaled Samsung U.S. Division
— \$70M → \$1B business



Repositioned NEC Globally
— +20% revenue, 100%+profit growth



Grew Proto Hologram —
Secured Series B, scaled AI &
spatial computing

CORE COMPETENCIES

LEADERSHIP & GOVERNANCE | CEO/President
Board Advisory, Investor Relations

GROWTH & TRANSFORMATION | Strategic Growth
Market Expansion, M&A Execution

INNOVATION & TECH | AI, Emerging Tech Digital
Transformation, Spatial Computing

EXECUTION & SCALE | Operational Excellence
Sales & Marketing, Global P&L



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