

TODD BOUMAN

TECHNOLOGY CEO | PRESIDENT | ENTERPRISE AI LEADER

Santa Clarita, CA | (630) 470-5164 | todd@bouman.us | toddbouman.com

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.
- **Led Proto Hologram** — Partnered with the board to close Series B funding, then took on commercial leadership to drive sales execution and expand ProtoOS into a content platform for agentic AI avatars.

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.

Principal & Interim Executive

Provide interim 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.

Pixun Technologies – California | 02/26 – Present

Deep-tech venture architecting Biological Performance Infrastructure.

Interim Chief Executive Officer & Board Director

Recruited to lead the commercialization and capital strategy for a deep-tech hardware venture. Tasked with translating breakthrough intellectual property into a scalable commercial business model.

- **Capital Formation:** Launched the Seed fundraising process and successfully secured an initial \$100K in pre-seed capital to accelerate hardware development and validate the commercial roadmap.
- **Strategic Roadmap:** Defining the global go-to-market strategy to integrate natural light ecosystems into enterprise and commercial real estate environments.
- **Governance:** Serving on the Board of Directors to guide organizational design, corporate governance, and IP protection strategy.

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 & Acceleration:** Refine sales models to accelerate customer acquisition. Recently delivered an executive masterclass on Go-To-Market (GTM) architecture and operational scale.

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

Technology company providing spatial computing and agentic / generative AI solutions.

Chief Executive Officer

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 across multiple verticals. Partnered with investors and board members to secure Series B funding in a challenging capital environment for hardware-intensive ventures.

- **Go-To-Market Leadership:** Took on commercial leadership responsibility to drive sales execution during a critical growth phase, deploying the go-to-market strategy across multiple enterprise vertical markets.
- **Product Expansion:** Directed the expansion of ProtoOS into a content management solution for agentic AI avatars, accelerating platform adoption post-raise.
- **R&D Innovation Leadership:** Built and led the program management function overseeing platform development, coordinating engineering, design, and product teams across the AI roadmap.

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 (Promoted through Director and Interim SVP roles)

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 development. Selected as interim SVP to lead sales and marketing, successfully reorganizing teams to drive a highly profitable 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** — Developed high-performing teams, aligning sales, marketing, and product functions to accelerate growth, strengthen customer relationships, and drive operational efficiency.

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)

Directed 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 develop market strategy and 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 | Doctor of Business Administration (Agentic AI Strategy), Expected 2028

University of California, Davis | Master of Business Administration (MBA)

San Jose State University | Bachelor of Science (BS), 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.