

# Martin Ahlers

Managing Director at Sociometrics Corporation

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## Summary

I'm a Silicon Valley start-up executive at heart - and my successes have been a direct result of a "get it done" attitude to whatever it takes to make a company or business unit successful. The customer always comes first.

I bring over twenty years of hands-on experience in business operations, customer success, seed capital funding, business development, marketing, market strategy, product management, engineering, technical consulting and professional services.

Professional Interests: Start-up operations, developing sales models and sales methodologies, executing on marketing plans, executive leadership, sales management, early-stage operational growth, team building, generating revenue, forging alliances.

Areas of focus: E-Learning, security, authentication, biometric authentication, multi-modal biometrics, BPM, mobile applications, mobile solutions, mobile security, solution sales, enterprise software sales, security solutions, electronic forms, SaaS.

Industries of focus: Education, FSI, Healthcare, Government, Large Enterprise.

## Experience

### **Managing Director at Sociometrics Corporation**

September 2017 -Present Sociometrics is on a mission to change lives by giving health professionals and educators the tools they need to improve health outcomes. We offer hundreds of expert-developed resources and courses that are scientifically proven to help people make better, healthier choices. With funding over the last three decades from the National Institutes of Health, Sociometrics Corporation has become the leading online provider of evidence-based curricula, capacity-building courses, and datasets for health professionals.

### **Sales, Business Development and Product Management Consultant**

July 2015 -September 2017 (2 years 3 months) Leveraging vast professional network to connect start-up and mid-stage companies with trusted industry leaders in order to generate sales, alliances, and early stage investment. Also providing expertise around

start-up operations (creating legal entity, establishing financial processes, establishing benefits packages, maintaining legal compliance, recruiting key talent). Specific applications and technologies include:

- Application Security.
- Professional Services Delivery (Billable Technical Consulting).
- Financial Technology.
- Biometric Authentication.
- Adaptive Authentication.
- Two-Factor Authentication.

### **Vice President, Sales and Customer Success at Nymi**

April 2016 -November 2016 (8 months) Nymi has developed the world's first strong authentication system that leverages a user's unique ECG, coupled with machine learning, that continuously transmits the user's authenticated identity via BLE and NFC. The Nymi Band is a wearable, multi-factor authenticator that can be used with any application, device or service for strong authentication.

Through a single biometric authentication event, the Nymi Band creates a Personal Authentication Network around the user through its Bluetooth® Low Energy and NFC transports. Once this network is activated, credentials can be securely and persistently relayed to provisioned devices within range, until the Nymi Band is removed from the user's wrist. The Nymi Band can authenticate the individual using a variety of biometric modalities, including HeartID™, Nymi's unique heartbeat authentication technology, as well as Apple's Touch ID®, and other strong authentication methods.

Visit [www.nymi.com](http://www.nymi.com) for more news and information.

### **Vice President of Strategic Alliances at Sensory, Inc.**

July 2015 -April 2016 (10 months) Sensory's TrulySecure™ represents the culmination of over 20 years of Sensory's industry leading and award winning experience in the biometric and machine learning space. The TrulySecure SDK allows application developers concerned about both security and convenience to quickly and easily deploy a multimodal voice and vision authentication solution for mobile phones, tablets, and PCs. TrulySecure is secure, robust, and user friendly – offering better protection than passwords/PINS or fingerprint swiping, while eliminating their associated user frustrations. The solution features quick and easy enrollment – capturing voice and face simultaneously in a few seconds. Authentication is on-device, and almost instantaneous.

### **Vice President - Cloud Authentication and Advanced Security at Vasco Data Security**

March 2013 -June 2015 (2 years 4 months) Reporting directly to President/COO, I was responsible for sales and business activities around a newly released strong, cloud-based OAuth2 multi-factor authentication system for online accounts, web applications and mobile applications. Achieved 100% of target in year one, and 150% of target in year two.

My team is focused on leveraging and extending VASCO's world-leading experience and reputation in the enterprise and financial sectors to deliver unbeatable multi-factor authentication, risk-based authentication (RBA), and security solutions to online service providers and enterprises.

VASCO is a world leader in strong authentication and e-signature solutions, specializing in online accounts, identities and transactions. As a global software company, VASCO serves a customer base of approximately 10,000 companies in over 100 countries, including more than 1,800 international financial institutions - with a global user base of over 200,000,000 as of January 2014. In addition to the financial sector, VASCO's technologies secure sensitive information and transactions for the enterprise security, e-commerce and e-government industries.

**Executive Vice President, Field Operations at Avoka Inc.**

2006 -2013 (8 years) Reporting directly to the CEO/Chairman (based in Sydney, Australia), I was responsible for establishing and growing the North American company operations from the ground-up. Incorporated the company, implemented sales and business processes, recruited and hired key employees, won significant and long-lasting customer engagements that funded the growth of the company, cultivated partner relations that created revenue opportunities, and nurtured a company culture of 100% customer satisfaction and "get it done". Responsible for establishing and maintaining Avoka USA as an Adobe Gold Solution Partner by implementing strategies to penetrate accounts and successfully implement solutions around BPM, electronic forms, digital signatures, electronic signatures, and security.

Avoka is a leading FinTech customer transaction management company specializing in multi-channel customer engagement transactions that deliver increased sales conversions and reduced IT overhead. The Transact Engagement Platform makes it easy to monitor and improve conversion rates of complex online transactions, and reduce abandonment, while providing businesses the agility to rapidly launch new products & services that can be securely sold across all channels.

Avoka Transact powers customer engagement applications for banking, insurance, healthcare, construction, energy, mining, education, and government organizations worldwide. Avoka Transact captures and delivers over 150 million business-critical customer transactions each year into back-office ERP, BPM, ECM and CRM systems. Avoka has operations in the US, Europe and Asia-Pacific.

**VP Worldwide Sales at Aeroprise Inc. (Acquired by BMC Software)**

2004 -2006 (3 years) Reporting directly to the CEO, I led the worldwide sales and sales engineering operations of this company's ITSM mobility solution suite. Attracted and closed seed funding for company. Successfully penetrated Fortune 500 accounts as well as numerous US Government agencies.

With support for iPhone, iPad, BlackBerry, Android and Windows Mobile devices, Aeroprise's solution helps enterprises and governments provide rapid and secure access to IT service management functionality on-the-go via mobile applications for service desk, change management, asset management, service catalog and request management with support from on-premise and SaaS-based deployments.

**Sr. Director, Sales & Business Development at Macromedia (acquired by Adobe Systems)**

2001 -2004 (4 years) Reporting to the COO, I was responsible for sales and business development of the newly acquired and released Macromedia Breeze (now Adobe Connect) SaaS and on-premise web conferencing, collaboration, and eLearning system.

**VP, Sales at Presedia**

2001 -2003 (3 years) Reporting directly to the CEO, I was directly responsible for building and managing a product sales team that successfully launched and sold the Presedia Express SaaS and on-premise web communication and eLearning system. Won some very big competitive and strategic deals which led to subsequent acquisition of Presedia by Macromedia.

**VP, Sales and Business Development at SpotOn, Inc.**

1999 -2001 (3 years) US employee #1 at this early-generation SaaS-based web communication, web navigation, online advertising, and eCollateral company. Instrumental in building subscriber base from virtually zero to over 500,000.

**Investment Executive and Securities Broker at First Allied Securities**

1994 -2001 (8 years) Built financial consulting and sales business from the ground-up – utilizing keen analysis, marketing, sales, and customer service skills to build and maintain loyal client base and year-over-year increased bookings. Licensed NASD Series 7 and 63. This was a part-time position that I held while working other full-time roles.

**COO; VP Marketing and Sales at Alturus Corporation**

1997 -1999 (3 years) High security "urban warfare" mobile situational awareness and battle simulation systems for US military agencies. Many of these technologies are now commercialized as wearable biometric devices. Responsible for company operations, sales, marketing and early round investment.

**Director, Sales and Marketing at Advanced Rotorcraft Technology, Inc.**

1992 -1997 (6 years) Ultra high-fidelity CAD/CAM aircraft and ground-vehicle modeling and real-time simulation and pilot training systems. Applications included battle simulation and combat personnel readiness. Responsible for worldwide sales and marketing as well as engineering. Successfully penetrated marketplaces within the US Department of Defense and global commercial aerospace and government defense agencies.

## Education

### **Stanford University**

MS, Aeronautics and Astronautics

**Activities and Societies:** Tau Beta Pi

### **University of California, Davis**

BS, Mechanical Engineering

**Activities and Societies:** Tau Beta Pi

### **University of California, Davis**

BS, Aerospace Engineering

**Activities and Societies:** Tau Beta Pi