

## Steve Wolff

Mobile: +1 858 395-6462, Office +1 858 695-0460

Email: blimylimey@mac.com.

Web: www.wolffconsultingservices.com

### SUMMARY

A results-oriented professional with 35 years of product marketing, engineering and executive management expertise in small and mid- sized companies. Strengths include start-ups, devising and implementing business plans, obtaining funding from private and government sources and developing products that contribute to the bottom line. Direct experience with many technologies that are being used/ explored for security applications.

- Strategy Development/ Alliances
- Operations and Program Planning
- Product Development, Testing/ Trials
- Expert Witness
- Start-up companies and operations
- Government outreach/ funding
- Customer relations/ communications
- Marketing research, strategic vision planning

### CONSULTING EXPERIENCE

#### Wolff Consulting Services, San Diego, CA

2003 – Present

##### President

A \$1.6+M business that helps worldwide companies with planning, product development, trials and end user communications/ sales strategies by leveraging his mature, extensive US and European government and industry contacts. Helps novel, innovating product companies understand and penetrate markets. Provides potential industry partner introductions, supports funding solicitation. A partial client/ ex client list includes:

- **Tudor Scan SA:** Board of Advisors, government outreach, opportunity/ applications research
- **DECTRIS, Ltd:** Strategic Partnership outreach and funding solicitation
- **RHT SpectraSafe, Inc.:** Startup: Director, Business Development, funding solicitation
- **Orbis Robotics, Inc.:** Startup: Marketing/ strategic direction support, outreach to UK government
- **Passport Systems, Inc.:** Cargo screening - Product awareness/ UK government opportunity outreach
- **Nottingham Trent Univ. (UK):** Market analysis in support of Queens Award for innovation
- **Concealed Explosives Detection Workshop:** Organizing committee for new international conference
- **Analogic, Inc.** Hold- and Cabin bag CT developer - market analysis, intel gathering,
- **Arktis Detectors, SA:** Product awareness/outreach to UK government, assist with US proposal writing
- **Autoclear, Inc.** Provided industry intel, recruitment assistance
- **RML, Inc.** Product marketing/ direction support, outreach to UK government
- **Triple Ring Technologies, Inc.** Innovative engineering solutions - Business development solicitation
- **Tek84 Engineering Group, LLC.** Body Scanner developer – market analysis, data gathering
- **Spectrum San Diego, Inc.** Car X-ray scanner developer – marketing/ promotion, data gathering
- **Spectrafluidics, Inc:** US Vapor detector developer – Advises on product, testing & government access
- **IATA:** Assembled & led team that invented Risk Based Screening strategy
- **QR Sciences (Australia):** Business Plan/ Market Analysis for QR-based explosives detection products
- **Gerson Lehman Group:** US Consulting firm – Provides aviation security market insights to its clients
- **QSA Global, Inc.:** US developer of video X-ray for unattended bags – Acting Marketing Manager
- **RATEC, Ltd:** Russian developer of neutron based explosives detectors – Wrote business plan
- **OSI Rapiscan:** US X-ray system developer – Expert witness/ advisor: successful 2005, 2013 lawsuits
- **Lawrence Livermore Nat. Lab:** US National Lab – Serves on Advisory Board for industry outreach
- **Aviation Security International:** UK Trade Publication – Writes articles, serves on Editorial Board
- **Association of Independent Aviation Security Professionals:** Co-founder and Charter Member
- **Gordon Research Conference-Illicit Substance Detection:** Elected Co-Chair – 2015
- **Concealed Explosives Detection Workshop (UK):** Member, organizing committee.

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### EMPLOYMENT HISTORY

#### **Quantum Magnetics, Inc., San Diego, CA (Now Morpho Detection, Inc.) 2000 – 2003**

##### **Vice President, Marketing and Product Engineering**

Established the products department of this 100-person \$13M/ year contract R&D Company. Selected target markets, developed products and managed sales, marketing, product engineering and manufacturing transition.

- Generated ~\$4M in new revenue for the company, including high-margin product sales, U.S. and overseas government and non-government funded development projects
- Analyzed a broad range of R&D areas, markets and industries, down-selected and brought two innovative new products to market in less than 2.5 years including a 2001 Aviation Security International Award of Excellence winner
- Completed multiple product development projects within 15% of projected time and on budget
- Negotiated strategic alliances, marketing agreements and technology licenses to assemble and validate an improved airport security checkpoint – 3 times greater detection than existing TSA checkpoints
- Restructured department to improve productivity and output while reducing costs
- Kept expenses to roughly 65% of department budget by effectively soliciting external funding and by outsourcing manufacturing – a first for Quantum
- Protected key inventions by initiating and driving an intellectual property strategy for company products and processes including becoming a co-inventor on two US patents.
- Increased company visibility by devising and executing a communications plan. Developed multimedia presentation materials and presented at industry conferences and on local television

#### **InVision Technologies, Inc., Newark, CA (Now Morpho Detection, Inc.) 1991 - 2000**

On the start-up team of this successful explosives detection systems company (now Morpho Detection, Inc.), the fifth most successful U.S. IPO in 1996. Held both marketing and engineering responsibilities.

##### **Vice President, Product Engineering**

**1998 – 2000**

- After a layoff, reorganized and revitalized a demoralized, unproductive engineering department
- Developed and introduced two new products in two years, including the first compact CT system
- Reengineered product line to reduce cost of goods by 35%, improving reliability and handle obsolescence problems
- Improved relations with primary U.S. Government customer by ensuring their buy-in and involvement in product engineering planning and projects
- Developed effective cross department communications and review processes to prioritize and eliminate unnecessary engineering action items. Ensured effective transition from engineering to manufacturing.
- Consistently met annual budget and operating plan goals
- Convinced a reluctant engineering department to develop and implement ISO 9001 processes
- Company achieved ISO 9001 registration in less than one year

##### **Vice President, Marketing and Product Development**

**1995 - 1998**

##### **Product Development**

- Developed product roadmap that led to three new products to circumvent new, larger competition
- Obtained worldwide branding and product awareness of company products by designing and executing a communications plan that included visits, direct mail, conferences and focus groups
- Served as company spokesperson on TV, including interviews with CNN, ABC and NBC
- Organized and gave product demonstration to Vice President Al Gore at San Francisco Airport
- Developed and executed a Business Plan for a partnership with a leading x-ray manufacturer. Served as product/ technology liaison between the two companies

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- Obtained corporate buy-in to marketing direction by writing marketing plans, performing market size analyses, predictions and analyzing competitor positions and activities

### **Sales / Sales support**

- Identified interest, persuaded reluctant colleagues to pursue trial and first major sale: \$7.5M to UK
- Grew company market share to 54% of the worldwide market
- Implemented the first users and sales agent meetings and supported complex sales calls
- Developed and used an innovative airport operations simulation model to convince our first customer (Brussels Airport) to buy; the first in our industry to develop and offer this capability and service

### **Government Relations**

- Wrote proposal and won \$7.55M from the U.S. FAA to develop a new security product
- Solicited and obtained \$100K from U.S. Customs to explore drug detection market application

### **Product Director (earlier - Manager),**

**1991 - 1995**

- Convinced customers to purchase novel, unfamiliar systems by negotiating, coordinating and running operational trials and formal government tests in the U.S. and overseas
- Obtained the first U.S. government endorsement (FAA Certification) for an explosives detector
- Demystified new technology to prospective customers by developing an innovative product simulator along with 3D product animation that explained complex technology in simple terms
- Minimized development costs and logistics problems by persuading Federal, State and Local regulators to allow on-site storage and use of explosives. Handled local and Federal safety and compliance issues
- Saved costs by planning and coordinating company move to new facilities during start-up phase

### **Wolff Engineering Services, President.**

**1990 – 1991**

Engineering and marketing consulting services consultant. Executed projects for various clients.

### **Imatron, Inc.**

Designed the world's largest Third Generation computed tomography detector array. Supervised fabrication, developed assembly procedures, QA tests and installed into prototype CT system

### **E-Quest, Inc.**

Wrote business plan, marketing materials and advised on novel energy product strategy

### **Science Applications International Corporation**

**1981 - 1989**

Performance oriented manager for a division of this highly successful contracting R&D Company. Developed non-intrusive inspection systems for security, energy production and non-destructive testing applications. The division was eventually spun out, became Ancore, Inc. and is now owned by Rapiscan Systems, Inc.

### **Principal Investigator**

- Identified contract R&D opportunities and obtained over \$750,000 R&D funds from government and private agencies, including FAA, DOE and EPRI (Energy Power Research Institute)
- Developed schedules and budget, recruited and supervised 20 engineers, scientists and technicians

### **Senior Staff Engineer**

- Coordinated development integration, lab- and trials of the first automatic explosives detection system (R&D Magazine's "R&D 100 Award Winner", 1988) using TNA (Thermal Neutron Analysis).
- Developed a novel neutron thermalization assembly to minimize background radiation/ noise
- Invented a new neutron radiation shield casting process that substantially sped up casting operations
- Devised test equipment and used it to evaluate commercial walk-through metal detectors. Results lead to a Congressional Act (1988) to improve airport security and the "three gun test", used until 2002.
- Developed prototype non-intrusive instrumentation to monitor materials and process conditions for the energy and environmental industry, including coal sulfur/ ash content, tar sands and oil shale oil moisture content.

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### PATENTS

US 6,952,163, European EP1636773, Chinese 100504945 “Combined Systems User Interface For Centralized Monitoring of a Screening Checkpoint For Passengers And Baggage”

US 7,317,390, European EP1636772

“Screening Checkpoint for Passengers and Baggage”

### PUBLICATIONS

#### Aviation Security International:

Dec 2015 “Trouble in Security Paradise”

Feb 2015 “Screening Technologies from A to Z”

Oct 2013 “Cargo Screening - Any Improvement?”

Feb 2014 “A Personal View”

Aug 2012 “Are We Ignoring the Risk in Risk Based Screening”

Dec 2010 “Integrated Screening Solutions: Joining The Dots”

Aug 2010 “Cabin Bag Screening: Best Practices & Effective Technologies”

Jun 2009 “The Final Word - A Personal View”

Feb 2009 “Checkpoint Ancillaries: Enhancing the Screening Operation”

Oct 2008 “X-ray: Still a Role To Play In Baggage Screening?”

Feb 2006, “Cabin Baggage Screening, Any Improvements?”

**Book Chapter:** “Aviation Security Challenges & Solutions” Aviation Security Company of Hong Kong, 2012

**NBC International Magazine,** May 2007 “Flying High, Flying Safe”,

**Aviation Safety Week.** Aug 2006, “The Liquid Bomb Threat. Heathrow Plot Highlights Need for Improved Checkpoint Screening”, with Norman Shanks

### EDUCATION

#### Stanford University

M.S. in Chemical Engineering, 1981

(Awarded a NATO Scholarship by the UK government)

#### Imperial College, London

B.Sc. (Eng) in Chemical Engineering with First Class Honours, 1980

(Awarded a Scholarship from the UK Society of Chemical Industry)

### NATIONALITY

U.S. Citizen, U.K, Citizen (Dual National)