

- CONSULTANT
- LECTURER & PUBLIC SPEAKER
- EDUCATOR
- PANELIST
- AUTHOR
- SUBJECT MATTER EXPERT
- RECOGNIZED INDUSTRY LEADER
- SUCCESSFUL BUSINESSMAN
- ENTREPRENEUR



consulting | innovation | strategy | education

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## Executive Bio | David Frederick, M.B.A.

**iAIR** is a leading consulting firm that advises organizations on growth, strategy, management, position and innovation issues.

David helps clients identify, explore and execute ways to grow and improve their business across all segments. Our focus and mission is simple, clear and concise. *Improve the clients position from the status quo to an improved condition.*

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# David A. Frederick, M.B.A.

**David A. Frederick, II** M.B.A – Founder, Principal Consultant, & CEO

Frederick is the Founder, Principal Consultant and CEO of iAIR | The Institute For Advanced Innovation Research. He is a seasoned senior business executive, technologist, and visionary with over 25 years experience in the technology, global operations, strategic management, consulting, integrated marketing, innovation, media and interactive business industries. Throughout his career, he has worked with organizations of all shapes, industries and sizes from global Fortune 100 to early stage start-ups.

As a recognized leader he has delivered passionate and insightful perspective to today's global business challenges to international corporations, early stage and start-up organizations, industry & trade associations, college and universities, public lectures and broadcast & print media.

Frederick is also a recognized author on such topics as innovation, strategy, IP monetization, management, marketing, business process and content development. He pioneered the first digital musical keyboard instrument based solely on a Windows Operating System, as well as pioneered the HPX- Hierarchal Platform Xchange™ and the follow on MPX - Media Platform Xchange™, a SOA based software architecture used in managing and sharing voluminous amounts of associated meta data, digital content and rich media.

In addition to his executive background, Frederick also serves as the Program Chair for Strategic Technology Development & Innovation, and the Technology Leadership Graduate Program at the University of Advancing Technology, sits on the University of Advanced Technology Advisory Board, and served as an Adjunct Professor of Strategic Management, Executive MBA Program for Norwich University. Frederick also sits on the Board of Directors of FERN (Foresight Education Research Network). He is a member of and contributor to the Management Round Table, The Institute of Management Consultants, IEEE, Harvard Law School - Program on Negotiation, MIT Enterprise Forum, MIT Innovation Club, APS American Physical Society - American Physics, United States Naval Institute, IGDA (International Game Developers Association) Intellectual Property Rights Committee, as well as a member of the Council of Communications Advisers, Media and Entertainment.

His experience in VC, M&A and PE has included securing venture funding of over \$30M and M&A activity of over \$36M. Frederick earned a BS in International Business and an MBA. He is currently working towards his PhD in Behavioral and Policy Sciences with a specialty in Innovation. He also holds executive certificates from Harvard Law School and MIT Sloan School of Management (Massachusetts Institute of Technology). Mr. Frederick is also an EMMY nominated and multi-award winning composer, sound designer and producer for motion picture, television, interactive games and broadcast advertising, having won the Chick Corea Jazz Masters Scholarship to Berklee College of Music. He is also a proud veteran of the United States Navy.

Mr. Frederick lives in Bedford, NH (Greater Boston Metro-Area) with his wife and five kids.

*He has discussed, opined, and lectured on diverse topics such as:*

- Innovation & Ideation
- Strategy, Frameworks, & Execution
- Technology & Next Generation Technology/Trends
- Product & Service Development
- Marketing, Brand Strategy & Adver-gaming
- Business Optimization
- Media & Internet Content
- Intellectual Property Monetization
- Media & Entertainment Technology
- *And more!*

*Mr. Frederick is working on his upcoming book **Quantum Business Mechanics: A Framework for 21<sup>st</sup> Century Business**. For more information please visit: <http://www.instituteair.org/books.html>*

**To engage Mr. Frederick or explore having him speak at your next event or organization, please contact iAIR directly at [info@instituteair.org](mailto:info@instituteair.org) OR 888. 386.5570.**

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