

# david frederick, M.B.A

**Consultant  
Lecturer & Public Speaker  
Educator  
Panelist  
Author  
Subject Matter Expert  
Recognized Industry Leader  
Successful Businessman**

He 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-Hierarchical 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 & Innovation at the University of Advancing Technology, sits on the University of Advanced Technology Advisory Board, and served as Adjunct Professor of Strategic Management, Advanced Executive MBA Program for Norwich University, 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, 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 raising venture funding of over \$30M and M&A (acquisition, divestiture, etc.) activity of over \$36M.

Frederick earned a BS in International Business and an MBA from Weston Reserve University and conducted graduate work at MIT Sloan School of Management and Harvard Law School.

He is currently working towards his PhD in Behavioral and Policy Sciences with a specialty in Innovation from Atlantic International University. 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 having won the Chick Corea Jazz Masters Scholarship to Berklee College of Music.

David brings a unique, passionate and insightful perspective to today's global challenges.

He has brought his perspective and domain expertise to global corporations, early stage and start-up organizations, industry & trade associations, college and universities, public lectures and broadcast & print media.

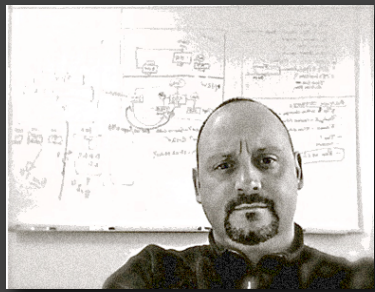
He has discussed, opined and lectured on diverse topics such as:

- Innovation & Ideation
- Strategy
- Technology
- Marketing
- Business Optimization
- Media & Internet Content
- Intellectual Property Monetization
- Media & Entertainment Technology
- *And more!*

## ABOUT DAVID FREDERICK

Frederick is the Principal Consultant and CEO of iAIR | The Institute For Advanced Innovation Research (pronounced "air"). He is a seasoned senior business executive, technologist, and visionary with over 25 years experience in the global technology, strategic management & operations, consulting, integrated marketing, innovation, media and interactive business industries.

He is a recognized leader on strategic management, innovation, the convergence of interactive media, interactive marketing and branding, and has been a key speaker on numerous industry round tables.



## CONSULTANT PROFILE

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## COMPETENCIES

- Innovation and Ideation
- Strategic Management
- Integrated Marketing & Brand Strategy
- Technology
- Executive Coaching
- Media, Content & Web
- Behavior & Policy Sciences
- Global Business Operations & Growth
- Business Development & Sale Team Optimization
- Business Process Optimization
- Start Up, Turn Around & Post Merger Integration
- Motivation
- And more!

## Most Popular Keynotes & Executive Education Topics Include:

- The 7 Deadly Sins of Performance Management
- The Brand-ABLE Framework
- The Aristotelian Framework For Innovation
- The Modified Delta Model Based on MIT'S Delta Model.

