

Condor Enterprises



- ❖ Advisor and Coach to CEOs
- ❖ Technology Product Development
- ❖ Interim & Part-time CEO
- ❖ Independent Director
- ❖ Private Investor & Venture Capital



Condor helps companies launch new products, solve problems and find and develop new opportunities, while positioning them for sustainable competitive advantage and profit. Condor has been helping companies

since 1983 with creative solutions for growth companies, small and large.

Mr. Robert Norton, President and CEO of Condor Enterprises has 14 years as full-time President and CEO of numerous successful high technology companies. His experience spans all key disciplines needed to start, grow and exit businesses in several industries. Therefore he can provide a breath of experience and perspective most professional consultants, who would generally focus on a single discipline, cannot.

Most large problems require some experience and scope in technology, marketing, sales, finance and strategic planning to pull it all together and get an integrated and executable solution. No expert in one discipline can effectively take into account all other departments' issues and take a holistic approach to your business.

Mr. Norton's 100% success rate at product launches is unmatched. His ability to understand a target market and tune the product to that need is a very rare skill that can greatly reduce the risk for your business.

Experience, Creativity and Integrity

With 22 total years experience in high-tech companies, including former positions as Senior Software Architect, VP of Engineering and CTO, Mr. Norton can both understand deep technical issues, and strategic management issues. So often product and marketing issues are interwoven and multidisciplinary experience is required to effectively solve problems. Mr. Norton's breath of experience allows for complete validation and/or improvement of entire business models for maximum growth and/or profit.

A FULL-TIME CEO & PRESIDENT FOR 14 YEARS WITH MULTI-INDUSTRY SUCCESS

Condor Enterprises performs the following services for client companies to help them achieve their business, financial and strategic goals:

- ❖ Counselor and Coach to CEOs and Presidents
- ❖ New Product Development
- ❖ Market Positioning and Validation
- ❖ Independent Director
 - Sarbanes-Oxley Compliance
 - Corporate Governance
- ❖ Reengineering for Productivity Gains
- ❖ Competitive Intelligence and Analysis
- ❖ Facilitation of Offsite Management Sessions:
 - ✓ Strategic Planning
 - ✓ Crisis Management
 - ✓ Product Extension
 - ✓ Teamwork Improvement
 - ✓ Benchmarking
 - ✓ Creativity Enhancement

Where Can Your Business's Value Be Enhanced?



Design and Execution, not just theory and advice, but action and RESULTS!

Past Successes

- ◆ Launched eight successful products with no failures, including FIRST CALL and other brand name products that have dominated their competitors for many years. These products collectively generate over \$1.0 billion in revenue today.
- ◆ As CEO brought an e-commerce business from initial conception, in January 1999, to profitability in less than 18 months using 10% of the capital of a competitor.
- ◆ Founder and CEO of a consumer multimedia information service company, which grew to 150 employees, and \$156 million in annualized sales, before selling it to an investment group.
- ◆ Successfully executed a turnaround of a failing early stage company with no recurring revenue and significant debt.
- ◆ Launched several products internationally with a focus on European and Far East markets.
- ◆ Participated in the launch of five separate start-up companies, three as the CEO.

***A 100% Success Rate for
New Product Launches!***

Sample Experience & Clients

Thomson Financial (5 Divisions)
Boston Consulting Group
Technology4Kids.com
Envoy Systems
HomeView
Computer Learning Corporation
Business Research Corporation
ISI Systems
Addison Wesley
Numerous venture capital firms

What Past Clients & References Say

"In building First Call Corporation, Bob Norton, my Vice President of Engineering, was my secret weapon in getting a really audacious job done not only on time and under budget, but done so well that it revolutionized how equity sales was done on Wall Street. His abilities to understand complex requirements, to synthesize elegant solutions, and then to manage a team to get it done, are still the best I've ever seen."

- Jim Rutt, Ex-CEO Network Solutions

"The best CEOs require 8 weeks to get up to speed on a new company and market. Bob did it in less than six weeks so our portfolio company could be repositioned quickly and effectively."

- Senior Partner, Venture Capital Firm

"Mr. Norton is a true visionary who can also execute. Few people have the ability to do both."

- General Partner, Investment Banking Firm

"I met Mr. Norton when he was a 29 years old CEO founding his first company. I always said he was 29 going on 60 because his wisdom, experience and ability always far exceeded his years"

- Investor and Former CEO of a
large oil company

Condor Enterprises

Phone: 508-381-1450

www.PrudentCEO.com

bob@PrudentCEO.com