

## James Poage, President



James (Jim) Poage is the President of Startech International. Startech International assists mostly foreign countries, cities and companies in their quest to accelerate the advance of technology industries in their environment. He is also active on a number of Boards. He is in his second appointed term by the New Braunfels city council as a Board member and treasurer of the New Braunfels Industrial Development Corporation. Prior to forming Startech International, Poage was the President and CEO of Startech Foundation in San Antonio TX .There he and his team worked with over 1,200 early stage technology startup companies helping secure investments in these companies of over \$316M.

Prior to Startech Foundation, Poage was the CEO of H2O Advisors providing investment advice to selected companies seeking funding. He has also been active as a founder and investor in early stage companies and provided senior management consulting services to companies in need of leadership, during mergers and acquisitions and in times of crisis. Poage was previously the Chief Marketing Officer of TradeMC, joining them in March 2000 as their second employee. TradeMC was a business-to-business procurement company formed as a result of a 50/50 joint venture between Fluor Corporation and IBM. Fluor is one of the world's largest publicly owned engineering, construction and maintenance firms. TradeMC sales in the first 8 months of operations exceeded \$100 million. TradeMC was spun back into Fluor in late 2001.

At TradeMC he was responsible for business strategy, marketing communications, brand management, public relations and market research. He has over 30 years of senior management experience in information technology. He was the senior vice president of worldwide marketing for Sabre, Inc. At Sabre, a \$3 billion IT provider to the travel industry, Poage led corporate marketing and business unit strategy, brand management, regulatory affairs and public relations. During his tenure at Sabre, Poage also served as senior vice president of customer marketing where he managed the \$1.2 billion global electronic travel distribution P & L. It was consistently the largest profit contributor of the company. During this time he managed the global relationships with over 700 airlines, 40,000 hotel properties, 65 car rental companies and many other travel service providers.

Prior to Sabre, Poage spent 12 years at Texas Instruments (TI) in several top marketing and operations management positions in the software and advanced systems divisions. He managed TI's Artificial Intelligence third party applications group and was the Asian division manager during the three years he lived and worked in Singapore. In his roles at TI, he was intimately involved with a number of TI partners and alliances, many times in a "turnaround" role. He was a TI director of marketing in the U.S. upon his return. He also has held TI management posts in Europe during his residence in Amsterdam.

Before joining Texas Instruments for the second time in 1984, Poage served in various marketing management positions with Bausch & Lomb and Intel in the U.S., Europe, and Asia. At Bausch & Lomb, Poage established the marketing and sales organizations for a division startup that manufactured computer aided drafting systems. Poage also created the marketing, distribution and customer support functions for the Intel Systems division in Asia.

Poage earned a Master's of Business Administration and a Bachelor's of Electrical Engineering from the University of Wyoming. He has served on a number of international boards and advisory panels. He was elected to the Marble Falls City Council in mid-2005. He is the past Chairman of the Engineering National Advisory Board at the University of Wyoming. He has made hundreds of speeches to audiences of all sizes (up to 5,000 people), and has appeared as a guest on a multitude of radio talk shows and all major U.S. television networks.