

Ted Ladd

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Experience

WIMM Labs

Director, Developer Relations

Los Altos, California
2011 – present

This technology start-up creates software and hardware for wearable computing.

- Recruited 3,000 registered developers in 3 months to bring new software and hardware to the WIMM platform.
- Define and convey the potential of “micro experiences” to developers, partners, and press.
- Create strategy and tools for a robust, scalable, inexpensive developer program.
- Find resellers for the WIMM products among modern watch and fitness brands

HOMER Energy

Partner, Chief Operating Officer, and Vice President of Business Development

Boulder, Colorado
2009– 2010

HOMER provides software to optimize renewable distributed electricity generation to 50,000 users in 193 countries.

- Coordinated engineers, marketers, university partners, consultants, and energy experts for next software product.
- Pursued major consulting and technology contracts with international agencies and multinational corporations.
- Secured \$1MM in seed funding for product development from the National Science Foundation (NSF).

Equilibrium Power

Founder and President

Wilson, Wyoming
2005 – 2008

This company created software to find the equilibrium between renewable electricity supply and demand.

- Applied new analytical methods and online software tool for aggregating portfolios of renewable energy production to better match patterns of electricity demand.
- Recruited and led team of seven engineers, statisticians, graphic designers, and researchers.
- Raised two rounds of seed investment.
- Sold to HOMER Energy.

Hewitt Ladd

Principal

Wilson, Wyoming
2003 – 2008

HLi designs and implements strategies for entrepreneurs and investors on venture creation and growth.

- Achieved sales growth of 15% per month as Director of Marketing for OxygenToGo (rental of oxygen concentrators to travelers) through channel partners.
- Negotiated contract for anchor app store customer and acquisition of an e-reader company as Vice President of Business Development for Motricity (now NASDAQ: MOTR)

Palm

Platform Evangelist and Marketing Manager

Santa Clara, California
1999 –2002

This early leader in handheld computing and mobile wireless communications produced the PalmPilot and related mobile services.

- Led team to design and launch consumer- and developer-focused marketing campaigns for new handheld devices, operating systems, and mobile services.
- Convinced major internet brands, including Amazon, eBay, and ESPN, to build their first mobile wireless applications.
- Company spokesman during company’s Initial Public Offering to media (WSJ, CNN, Business 2.0), major sales accounts (Staples et al), conferences (CTIA, CES), and partners.

Service

Bainbridge Graduate Institute

Adjunct Faculty for capstone Entrepreneurship course
BGI offers an accredited Masters in Sustainable Business Administration to 200 students annually.

Bainbridge, Washington
2010 – present

Lower Valley Energy

Board of Directors
This rural cooperative serves electricity and natural gas to 15,000 members around Jackson Hole with an annual budget of \$50MM.

Northwestern Wyoming
2006 – present

Wyoming Small Business Development Center

Small Business Consultant and Advisory Board
Funded through federal and state government, the SBDC provides free business advice to Wyoming entrepreneurs.

State of Wyoming
2003 – present

Wyoming Business Council

Board of Directors
The WBC is responsible for the State of Wyoming's economic development policies and activities.

State of Wyoming
2003 – 2009

Community Foundation of Jackson Hole

Board of Directors
CFJH promotes philanthropic leadership in northwestern Wyoming.

Teton County, Wyoming
2002 – 2011

CLIMB Wyoming

Advisory Board
CLIMB prepares single mothers to (re)enter the workforce as a step towards self-sufficiency.

Teton County, Wyoming
2007 – present

Education

The Wharton School, University of Pennsylvania

Master of Business Administration

- Double Majored in Strategic and Entrepreneurial Management.

Philadelphia, Pennsylvania
1998

The School of Advanced International Studies (SAIS), Johns Hopkins University

Master of Arts in International Relations with Honors

- Majored in International Economics with focus on International Technology Policy.

Bologna, Italy and Washington, DC
1998

Cornell University School of Arts and Sciences

Bachelor of Arts *Cum Laude* with Distinction in All Subjects

- Triple Majored in Biology, Government, and Technical Sociology.

Ithaca, New York
1993

Personal

- Live in Jackson Hole, Wyoming and Woodside, California with wife Laura and shepherd mutt Tasman.
- "Fast pack" hiking. Grand Canyon Rim to Rim to Rim 42 miles in 19 hours.
- Tracked grizzly bears, cattle and errant tourists in the wilds of Wyoming and Australian Outback for private ranches and government agencies.
- Certified farrier from the Oklahoma School of Horseshoeing.