

# CURRICULUM VITAE

## Ronald N. Andruff

### **Strengths**

- **Entrepreneurial:** Proven track record founding and successfully launching new businesses
- **Strategic thinker:** Research philosophy: drill down deep enough and solutions reveal themselves
- **Leadership:** First establish harmony within; teams achieve objectives when the strengths of each individual are synergistically utilized
- **Consensus-builder:** Taking the 'longer view' how do we expand the size of the pie?
- **International marketer:** >30 years experience
- **Network builder:** Global network of colleagues, associates, and corporate relationships established across a multitude of competencies
- **Public speaker:** Comfortable in English or German; large or small audiences, in panel or individual speaking environments
- **Global perspective:** Whether Buenos Aires, Boise, Berlin, Bangkok, or Beijing, comfortable in any environment

### **Corporate History**

**dotSport LLC**, New York, NY (2007 to present)

**Founder, President, CEO and Chairman**

An applicant for the '.sport' top level domain management.

**Tralliance Corporation, the .travel Registry**, New York, NY (2001 to 2007)

**Co-founder, President & CEO**

As the architect of the **.travel**, Ron Andruff spearheaded the global initiative from concept through to launch. The travel industry's exclusive **.travel** Internet domain was added to the Internet by the Internet Corporation for Assigned Names and Numbers (ICANN) under my leadership in 2005, and grew to tens of thousands of **.travel** domain names being registered under his tenure. A testament to my leadership was gaining support for the initiative by more than 140-travel trade associations from 21-industry sectors and more than 70-countries.

With more than 30-years of international marketing experience, my knowledge of both technology and the travel industry helped fuel the success of the **.travel** domain. A frequent speaker at major industry conferences, I traveled as many as 200-days a year while promoting the **.travel** initiative. Acknowledgment by the Hospitality Sales & Marketing Association International (HSMIA) as one of the *Top 25 Most Extraordinary Marketing Minds of 2006* was one of the many accolades I accumulated over the course of the 7-year **.travel** undertaking.

- Established The Travel Partnership Corporation (TTPC, a not-for-profit industry body, to create naming policies, i.e. industry determination as to who gets a **.travel** domain name and under which conditions)
- Created pan-African initiative (Africa Virtual Heritage Management Project) which protected the iconic place names heritage of all African nations
- Launched [www.china.directory.travel](http://www.china.directory.travel) in Beijing 500-days before the Summer Olympic Games, in cooperation with the China Tourism Authority (china.travel) and BOGOC.
- Established open-ended charitable commitment with U.K.-based, *Just a Drop* water charity, engaging the travel and tourism industry in sustainability. *Just a Drop* raises money to provide clean water, sanitation and health education programs for thousands of children and their families wherever it is needed.
- Instituted affiliation with the UNWTO to promote **.travel** to its member nations to enable them to protect and utilize their **.travel** domain names as the Internet continues its inexorable expansion; subsequently broadly embraced by nations such as Canada, Egypt, and Singapore, amongst others. The collaboration incorporates development of travel information sites such as [www.sos.travel](http://www.sos.travel) to provide up-to-the-minute information for travelers and their families when calamity strikes.

**fare 1, Inc.**, New York, NY (1999 to 2001)

**Co-founder, President, CEO and Chairman**

fare 1 was the first Internet aggregator of the lowest fares for the travel trade – a one-stop, travel pricing research and booking service – that utilized the databases of airlines and air ticket consolidators. The mission of fare 1: *To put travel agents back into travel* (at a time when they were being overrun by OTAs) was the basis for the unique business-to-trade web site that leveled the playing field by allowing travel agents to harness the power of the Internet providing their clients with the lowest available fares.

- One of two co-founders of fare 1, I took the Internet start up from a concept to a sale to U.K.-based, World Travel Holdings plc. (WTH), and stayed on in the positions of president, CEO and Chairman (fare 1). Played a key role in taking WTH through an IPO on the London A.I.M. Exchange (September 2000) realizing a 60,000,000-Pound Sterling (US\$100,000,000) market valuation
- Involved in all aspects of establishing and building what came to be a 150+ employee group, distributed over 7-travel-related companies, on three continents, during his tenure
- Particular emphasis was put on negotiating with content suppliers (e.g., GDSes, air consolidators, car rental companies, cruise and hotel inventory aggregators), as well as fare 1's service distributors (e.g., Worldspan, TRAMS)
- Overcame inherent startup challenges to become market segment leader, quickly surpassing key milestones, e.g., signing 1000 agency subscribers in 100 days.
- fare 1's rapid success came as a direct result of establishing an empowered corporate culture to support a highly-qualified management team.

**RNA Partners, Inc.,** New York, NY (1995 to 1999 / 2007 to present)

**Founder and General Partner**

Established RNA to operate in the *virtual company* arena during the advent of what was then called the "New Economy". Utilizing a global network of relationships and a detail-oriented methodology, RNA is a *solutions resource* whose underlying principle is to deliver professional, effective, cost-efficient marketing strategies and services.

- Responsibilities crossed the spectrum from business development to active engagement in the creation and implementation of client programs in association with RNA Partner's network of colleagues

**DYNADX Technologies Company, Inc.,** New York, NY (1990-94)

**Founder, President and CEO**

Founded DTC for the purposes of manufacturing, and marketing *DYNADX*, a *proprietary rotational poster advertising technology*. Today, most NBA teams and many colleges utilize this technology, as do most Major League Baseball teams. It can also be found in non-sports locations, e.g., at airports, in bus shelters, and as billboards. As president and CEO of the 25-person company, was actively involved in every facet of the company, with a particular focus on marketing and distribution.

- Sold advertising concept (technology) to the NBA's New York Knicks, Los Angeles Lakers, and Utah Jazz at the company's inception
- Closed 3-year \$4,800,000 sports team/stadium distribution deal within 12 months of start up

**INTELMARK -- International Television Marketing Holding S.A.,** Amsterdam, Holland (1983-1989) **Co-founder, Managing Director, and Executive Committee Chairman**

INTELMARK's business activities ranged from ownership and resale of European sports event television and marketing rights to consulting clients on sports buys or sports marketing opportunities. Responsible for rights negotiations, sponsorship sales, client development and project implementation.

- Pitched and won the exclusive McDonald's (Europe) sports marketing account; developed five-year, pan-European plan; delivered turn-key implementation
- Served other notable clients, including Bausch & Lomb (Ray Ban / European Division), SEAT (Spanish automaker, now owned by Volkswagen), and Philips Electronics (European Division)

**World Championship Tennis, Mannheim, Germany (1981-1983)**

**Marketing Director/Europe**

World Championship Tennis (WCT) was one of the two men's professional circuits hosting twenty-two tournaments on its annual world tour. Held responsibility for identifying, pitching and signing sponsors and official suppliers to meet the US\$ 10,000,000 budget for the European leg (nine events) of the tour.

- Closed the first \$1,000,000, four-year sponsorship of the ATP Men's Tennis Rankings with Hewlett-Packard
- Gained practical marketing experience *in the trenches*
- Developed event hospitality management skills
- Learned the essential value of understanding gross, and subtle, sponsor needs

**Professional Ice Hockey Player**, Halifax, N.S.; Montreal, P.Q.; Denver, CO; Mannheim, Germany (1972-1981)

Chosen 32<sup>nd</sup> pick in the 1973 NHL Draft by the Stanley Cup Champions, Montreal Canadiens, in its first year of a four-year championship “dynasty” run. Was appointed Captain of Montreal’s American League farm club (the Nova Scotia Voyageurs) during second pro season winning the AHL Championship, the Most Valuable Player Award, and the AHL Scoring Title, as well as earning AHL All-Star Team selection. During nine-year pro career, also played for the former Colorado Rockies (now the New Jersey Devils) and was selected to play for Team Canada, winning the Bronze Medal at the Isvestia Tournament in Moscow. The Team Canada trip to Europe led to signing a two-year contract with M.E.R.C. Mannheim, in the *Bundesliga* (German National Hockey League) – won the German Championship and M.E.R.C. MVP Award in 1980. Retired from professional sports at age 27.

**Awards/Achievements**

- Selected by Hospitality Sales & Marketing Association International as one of the Top 25 Marketing Minds (2006)
- Nominated for the Bill Masterton Memorial Trophy, which honors the NHL player who best exemplifies the qualities of perseverance, sportsmanship and dedication on and off the ice (1978)
- Won five Championships and two Most Valuable Player awards in three major professional hockey leagues, during nine-year pro career (1972-81)

**Affiliations**

- Member, World Travel & Tourism Council, 2006-2007
- Trustee, Just a Drop Charity, 2006-2008
- Board of Directors, Waterbor Burn and Cancer Foundation, 1998-2005
- Representative to the Department of Public Information at the United Nations (New York) as a member of the International Council of the Association for World Education (NGO), 1988-1993
- Honorary Chairman Colorado Big Brothers Association, 1977- 1979

**Publications**

- Authored widely acclaimed White Paper on *The Internet and Emerging Electronic Media*, for the Board of the Foreign Policy Association, New York, NY, 1994

**Education**

- University of British Columbia, Vancouver, B.C., Canada, 1973/74 (completed course work in Marketing Degree Program)

**Personal**

- Dual citizen of the United States and Canada; born July 10, 1953, in Port Alberni, B.C., Canada
- Fluent in English and German; basic Italian and French; understand spoken Dutch
- Married; no children

**Other Interests**

- Active sportsman: Motorcycling, kite-boarding, rollerblading, golf and playing sports in general
- Contemporary art collector, particularly emerging artists
- Travel: After almost 40+ years of being ‘on the road’, still enjoy learning more about our dynamic world, the Earth’s amazing ecosystem, and the remarkable peoples that inhabit our unique planet