

## Edmund P. Andersson

### BIOGRAPHIC INFORMATION

#### Summary

30+ years experience in hi-tech field. Functional responsibilities: Marketing, sales, business development (domestic and international), corporate- & marketing communications, public relations, consulting, executive management, general management, and member of the board of directors. Retired from hi-tech field in 2001 and relocated to Durango from New Hampshire. Skilled writer, presenter, public speaker and recognized innovator in marketing and communications. Highly published in field of expertise. Veteran: USMC

#### Career Highlights

- *Titan Systems Corp.* (1999-01) Massachusetts (TTN: NYSE)—*Vice President-Group Communications*. Served out 2-year transition contract after acquisition of SRC. Directed marketing communications and PR activities of four companies within our group. (Retired in 2001.) Titan was acquired by L-3 Communications.
- *System Resources Corp.* (1991-99) Massachusetts (acquired by Titan)—*VP & Division Manager*; dual responsibility for Corporate Communications and P&L responsibility for division providing information technology solutions and services to state and local government; Provided support to other divisions serving federal agencies. Former member of the Board of Directors. (Held Top Secret clearance). Company was acquired by Titan Corp.
- *Atech Systems Corp.* (1984-90) California (USA subsidiary of Atech AB Sweden)—*President*. Served as first president, developed North American distribution channels, OEM alliances, and continental technical support capability. (Company was sold in 1990.)
- *Computer Identics Corp.* (1971-84) Massachusetts—*VP International Operations*. Served dual capacity for international business development and corporate communications. Established European subsidiary in Belgium to capture European market share and served on its initial board of directors. Developed distribution channels, and licensing and OEM agreements throughout Europe and Pacific Rim. Represented company in industry trade associations (i.e., AIM/USA and The Material Handling Institute).
- *Avco Economic Systems Div.* (1967-70) Massachusetts—*Corporate Consultant* for Marketing, Sales and Administration. Member of 10-man team that created new printing business to employ, train and turn over to 200 minorities and indigenous residents of Boston's ghetto. Provided business management and marketing and sales consulting to assigned minority managers and executives. (Held Top Secret clearance.)
- *Avco Space Systems Div., Massachusetts*—*Manager* of Communications directing activities of writers, editors, artists, photographers and printing personnel in support of Apollo and other national space programs.

#### Recognition and Awards

- **Recognized leader** and pioneer in the field of automatic identification and data collection (aka "the bar code industry"). **Founding president** of industry trade association (AIM USA) comprising over 500 companies worldwide. Co-founded and served as **first chairman** of AIM International.
- First recipient of the **Richard S. Dilling Award** awarded annually to an individual who made outstanding contributions to the growth and success of the AIDC Industry.
- Elected **charter member** of the AIDC 100, a mentor group comprising the 100 most influential people from industry, government, media, and standards groups engaged in automatic identification and data collection.
- Elected by peers to serve as **VP-Shows, VP-Communications**, and member of the **executive committee** and **board of directors** of the *Material Handling Institute* and *Material Handling Education Foundation*.
- Chosen as State of Colorado **Marine-of-the-Year** (2004) by Dept. of Colorado, Marine Corps League.
- Recipient of two **Silver Distinguished Citizen Medals** from the Marine Corps League.

## **Volunteer and Community Work**

- q *Chair, Durango Arts Center, Diamond Circle Melodrama Fundraising Committee*
- q Former *Member of Board* (2003-05) and volunteer ski instructor, *Adaptive Sports Association of Durango*.
- q *Past Commandant* and Charter Member, *Marine Corps League, San Juan Mts. Detachment 1104, Durango*
- q *Past State Commandant, Marine Corps League, Department of Colorado* (2004-06)
- q Former *National Assistant Vice Commandant*, Rocky Mt. Div. (CO, NM, WY, UT), Marine Corps League
- q *Marine Toys for Tots*, former Area Coordinator (2002-03) for Southwest Colorado
- q Past President, *United Veterans Council of SW Colorado* (2002-03)
- q Charter Member, *Pvt. Charles J. Shutt Detachment, Marine Corps League, Watertown, Massachusetts* (1961)
- q Former Chief-of-Staff, *Marine Corps League, Dept. of Massachusetts* (1962-63)

## **Interests and Activities**

Veterans' affairs, skiing, golf, fly-fishing, sailing, writing, American western history.

## **Education**

Northeastern U. (Boston), Business Management (Marketing); Bentley College (Boston), Accounting & Finance. courses.