

# TIMOTHY RAY

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## LEGAL & OPERATIONS EXECUTIVE

**Devising Legal & Business Strategies • Transforming & Growing Companies • Driving Culture & Change**

**Versatile, multidimensional, highly ethical executive and general counsel** with extensive domestic and international experience in startup and established environments. Transform organizations through legal, operations, and business expertise. Excel in managing all aspects of mergers, acquisitions, and integrations. Create strategic transactions and agreements, including leading complete contract lifecycle - complex negotiations, drafting, analysis, and management. Develop and implement strategies to decrease risk while increasing market share, revenue, profit margins, and ROI.

### CORE COMPETENCIES

Business & Legal Strategies	Transformations, Turnarounds, & Revitalizations	Cross-Functional Leadership
Operations Optimization	Strategic Planning / Tactical Execution	Contract Lifecycle Management
M&A Strategies & Integrations	Strategic Partnerships & Alliances	Developing Top-Performing Teams
Commercial Transactions	IaaS / SaaS Agreements	Complex Strategic Partnerships
Contract Negotiations	Due Diligence	Legal Compliance
Real Estate	Corporate Governance	Risk Management

### PROFESSIONAL EXPERIENCE

**Opentrons Labworks, Inc. | New York, NY**

**9/2021 – Present**

*A developer of integrated lab platforms that serve life science and healthcare customers globally via the Opentrons Robotics, Pandemic Response Labs (aka PRL), Neochromosome, and Zenith AI subsidiaries.*

#### **Senior Commercial Counsel**

Retained to build out corporate structure and implement process improvement in a hyper-growth environment to allow for standardization and scalability.

- **Managed team** of internal and external legal resources to create clear areas of responsibility to efficiently and effectively manage intellectual property, employment and commercial agreements.
- **Negotiated various agreements** to create partnerships with educational institutions (NYU, Johns Hopkins, UCLA) in order to leverage research and development of various diagnostic testing tools and managing IP ownership and commercialization of developed assets.
- **Implemented full contract lifecycle management** software and developed associated policies for contract generation, negotiation, approval, execution, and post-execution obligations management.
- **Monitor privacy** compliance with regards to lab samples governed by HIPAA.

**Atlantic Metro Communications II, Inc. | Parsippany, NJ**

**1/2010 – 9/2021**

*An IT infrastructure company serving Fortune 100 enterprises worldwide.*

#### **Executive Vice President of Strategic Transactions & General Counsel**

Retained after merger to provide strategic leadership and build out the corporate structure to facilitate continued growth.

- **400% surge in contract waterfall** attained by transforming the company to an IaaS provider offering networking, data centers, and cloud computing across verticals and delivering ongoing business via multiyear contracts.
- **Drove revenue growth** by spearheading development of a sales strategy to propel spend per client, improving margins by steering sales to high-value Fortune 100 customers, and allowing undesirable engagements to expire.
- **50% increase in revenue and a 25% boost in customer base** accomplished via strategic acquisition and integration of four complementary companies to augment capabilities, productize service offerings, and broaden market reach.
- **40% combined revenue growth and EBITDA percentage** realized for six consecutive years by implementing comprehensible goals across the company to ensure sales and operations performance.

- **20% EBITDA uptick** reached on all engagements hosted at the largest data center partner through extensive COGS analysis and realignment of vendor / customer contracts.
- **13x EBITDA gained** in a tax-free exit transaction by leading the development of a visionary strategy, originating a legal structure under the Jobs Act, and ensuring compliance with the tax code requirements.

### Sensor Networks, Inc. | Boalsburg, PA

1/2014 – 5/2023

*A technology startup offering asset integrity solutions with 52 employees generating \$17 million in annual revenue.*

#### Board Member

Guide the company on all legal matters and business / growth strategies.

- **40% year-over-year revenue growth achieved** by negotiating the strategic partnership agreement for infrastructure, sales, and technology.
- **Potential federal tax-free exit for investors enabled** by establishing the company under the Jobs Act and managing the contract lifecycle of all commercial agreements and strategic partnerships.
- **Expanded product offerings and market reach** by devising an M&A strategy that resulted in the acquisition and integration of a complementary product line and evaluation of a possible merger with an international European firm.

### Parisi Training Systems | Wyckoff, NJ

1/2005 – 12/2022

*A fitness education provider with 12 employees and nearly \$2 million in annual revenue.*

#### Board Member

Delivered strategy planning to transform the business from a franchisor to an education / training company.

- **134 new locations added** across Asia, Europe, and the Americas by utilizing non-traditional sales tactics, speaking engagements, tradeshow, NFL events, and reseller relationships.
- **Increased the customer base without additional headcount** by re-engineering operations and support via automation to service and support the global customer base.
- **100% upturn in revenue** gained without additional staff by redefining and launching a new brand identity.

### College Spun Media, Inc. | Hoboken, NJ

1/2014 – 5/2021

*A sports news website.*

#### Board Member

Provided corporate formation services, contract management, and strategic planning.

- **Facilitated a federal tax-free sale** of the company by providing formation services and complying with the Jobs Act.
- **Supported business expansion** by managing contract lifecycles, negotiations, and content aggregators, property owners, and licensing entities.

### Peleton Systems | Secaucus, NJ

1/2005 – 12/2010

*A 20-person IT consultancy generating approximately \$5 million in annual revenues.*

#### Chief Executive Officer

Hand-selected to turn around the struggling business.

- **40% rise in revenue** obtained by cultivating and leveraging strategic alliances with POS providers, transitioning the business to an IT consultancy specializing in network security and PCI compliance.
- **30% elevation in revenues** generated by broadening offerings from retailers to the healthcare and financial services verticals by leveraging the firm's expertise in network security.
- **15% escalation in average customer spend** earned by launching a helpdesk operation that enabled the firm to offer end-to-end 24 / 7 managed services through outsourcing.

### DWM Holdings, Inc. – City Safari Tours | Berlin, Germany

1/2005 – 12/2007

*A sightseeing tour bus company.*

#### Board Member

Selected to redesign and transform the business.

- **150% revenue growth delivered** in 24 months and a profitable exit enabled via sale of the business to a pre-existing competitor by introducing new services that eliminated sales cycle seasonality and differentiated company offerings.

- **Transformed an underperforming company** by redesigning the business model and forging alliances with the Department of Education, area attractions, and other tourism industry companies.

#### **Cresta Testing | New York, NY & London, England** **1/2002 – 5/2005**

*A specialized software testing and quality assurance firm with 125 staff generating £20 million annually.*

##### **Chief Executive Officer**

Recruited to turn around the firm, saving it from liquidation. Created specialized offerings and trading solutions.

- **50% acceleration in revenue**, a 20% hike in gross profits, and an 18% drop in costs attained via staff restructuring, vendor agreement renegotiations, business model re-engineering, and by securing alliances to utilize offshore resources for back-office operations.
- **Doubled revenue** in less than two years by planning and leading a strategic turnaround and returning the firm to profitability in six months after 15 months of declining revenue.
- **20% improvement in gross profits** fostered by driving cultural change across internal teams to collaborate with outsourced consultants and create partner-delivered solutions and productized service offerings.
- **8x ROI for shareholders** reaped in less than 30 months by restructuring the business and establishing a mutually beneficial partnership arrangement.

#### **Vytek Solutions | Parsippany, NJ** **1/1999 – 12/2001**

*Software development firm specializing in bringing legacy retail applications into a wireless environment.*

##### **Chief Operating Officer / General Counsel**

Recruited to this start-up organization to develop a strategic plan, implement operational and financial controls and establish a strong management team.

- **Established an organizational structure** encompassing software development, networking, systems integration, quality assurance and network monitoring and support services.
- **Completed 7 acquisitions** and integrated technical staffs, operations and sales into a unified organization of 250 people in ten locations.

#### **Counsel / Attorney, Various Law Firms | Morristown Area, NJ** **9/1989 – 1/1999**

As Counsel with Fox and Fox, LLP (1995 to 1999) served as senior member of Corporate Department and Transactional Services Group, involved with negotiating and structuring M&A transactions and advising clients on raising capital. Managed 10 Associates. Previously, was Associate with Hersh, Ramsey & Berman, P.C. and before that with Frohling & Hanley.

Provided post acquisition guidance and services ranging from general advice on routine day-to-day matters to complex commercial contracts and leases. Represented clients in the acquisition and sale of businesses and related matters including due diligence investigations, software licensing agreements, loan documentation, restrictive covenants and employment agreements for key personnel. Assisted in labor negotiations and disputes as well as a variety of litigation matters.

Assisted corporate clients with all aspects of planning, financing, incorporation documentation, shareholder and option agreements, software licensing agreements, franchise disclosure documents and employee handbooks. Managed closing department for the nation's largest relocation company.

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## **EDUCATION & PROFESSIONAL DEVELOPMENT**

**Juris Doctorate** - American University, Washington College of Law  
**Bachelor of Arts in History / Political Science** - Oglethorpe University  
 New Jersey Bar Association, License to Practice Law