

J. MICHAEL CUMMINS

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July 2001 – Present

GEORGIA INSTITUTE OF TECHNOLOGY

Dupree College of Management
Atlanta, GA

Clinical Professor of Management
Director, Technology Innovation Program

Teaching graduate and undergraduate courses in information technology management, e-commerce, and entrepreneurship; developing innovative executive education programs for senior executives; and directing a program in managing technology innovation. Also, serves on the advisory board for a number of new venture companies.

April 2000 – June 2001

EQUIFAX INC.

Atlanta, GA

Corporate V.P. and Chief Marketing Officer

Recruited as Chief Marketing Officer to develop and implement an internet business strategy for this leading Fortune 500 information company, and to create a global marketing function focused on product innovation and development. In January, 2001 assumed general management responsibility for the \$25m Consumer Information Services Business unit, which provides credit information products and services direct to consumers over the internet.

Key Accomplishments:

- Developed and implemented an internet strategy focusing on information security products for businesses, and credit information products for consumers
- Created and managed start-up incubator to develop new business / product concepts
- Launched a new initiative to build an information business in Asia / Pacific region
- Developed internet access portal for global delivery of commercial credit information
- Grew internet consumer services from an R&D project into a \$25m+ / yr. business

Nov. 1996 – April 2000

GEORGIA INSTITUTE OF TECHNOLOGY

Georgia Center for Advanced Telecommunications Technology (GCATT)
Atlanta, GA

Director and CEO

Recruited to lead GCATT to become a leading global center for advanced telecommunications technology. Responsible for focusing and managing university-based research programs, commercializing the research output through licensing and new venture creation, and providing external visibility for this innovative, knowledge development alliance between government, business, and academia. Also, serves on the advisory board for several new venture companies. This position has leadership and management responsibility for the following facilities, programs, and activities:

- \$25m state-of-the-art research and commercialization facility
- \$40m annual sponsored research programs in interactive multi-media, e-commerce, broadband telecommunications, signal and image processing, wireless technology, optical networks, information security, technology enhanced learning, and telemedicine
- \$80m State initiative in design of high-bandwidth communications systems and components
- award-winning incubator program housing 12-14 new venture companies focusing on internet applications and telecommunications technology
- public policy initiatives to stimulate more cost-effective development and availability of telecommunications products and services

Key Accomplishments:

- Increased annual sponsored research funding from \$9m to \$40m
- Built brand recognition for GCATT as hub for Atlanta high technology activities
- Founding Director of Georgia Tech Information Security Center
- Founder of “Night Light” high technology venture forum

1993 - 1996

EMORY UNIVERSITY

Goizueta Business School
Atlanta, Georgia

Associate Dean for Academic Affairs

Recruited to develop and manage a new Center for Relationship Marketing as its Associate Director, to direct the Customer Business Development specialization in the MBA program, and to teach and

conduct research in relationship marketing and telecommunications management as a Senior Lecturer in the Goizueta Business School. In January, 1996, appointed Associate Dean for Academic Affairs for the Business School. This position is the chief operating officer of the School responsible for all academic activities and administrative functions including:

- Faculty recruiting and development
- Graduate and undergraduate degree programs
- \$19 million budget
- Information Services
- Admissions, career services, and student services
- Finance, human resources, and facilities management
- Marketing and public relations

1987 - 1993

UNIVERSITY OF MIAMI

School of Business Administration
Coral Gables, Florida

Associate Dean - External Relations
Associate Professor - Computer Information Systems
Managing Director - Total Quality Management Institute
Director - Telecommunications Management Program

Recruited as Associate Dean for Executive Development by the Dean of the Business School to create and develop an Executive Education Program, and to teach and conduct research in Telecommunications Management. In 1990, appointed Associate Dean for External Relations with redefined and expanded responsibilities, which included supervision of 7 professionals and the following functions and programs:

- \$12.5 million Business School budget.
- Fund raising and alumni relations activities.
- Strategic and information systems planning.
- Master's program in Telecommunications Management.
- Total Quality Management Institute.

Key Accomplishments:

- Created an innovative Master's program in Telecommunications Management
- Instituted a comprehensive strategic planning and policy management system
- Developed a Master's level certificate program in Total Quality Management.

1982 - 1987

INTELSAT
Washington, D.C.

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Manager - Business Planning

Joined this \$500 million international satellite consortium (75% share of international voice/data traffic; 90% share international TV traffic) as a telecommunications analyst.

'84 - Manager - Business Planning Department (6-person). Developed business/strategic plans and created new satellite service offerings.

Key Accomplishments:

- Developed more than 100 new, market-driven satellite services.
- Created first international, digital satellite service using small earth stations

1978 - 1982

FEDERAL COMMUNICATIONS COMMISSION

Washington, D.C.

Director - International Facilities Planning

Recruited to join the TV Network Inquiry Special Staff as a Senior Economist responsible for analyzing the program acquisition practices of the television networks. Moved to the Common Carrier Bureau in 1979 to develop telecommunications deregulation policies.

'80 - Director - International Facilities Planning Division (12-person). Streamlined the international satellite and cable facilities planning process, and deregulated international telecommunications services.

'79 - Senior Economist - Policy and Planning Division. Evaluated the impact of industry deregulation policies.

1972 - 1978

STANFORD UNIVERSITY

Graduate School of Business

Palo Alto, California

Assistant Professor - Business Economics

Taught courses in applied microeconomics, the economics of industry, and public finance to MBA students and executives. Conducted research on defense procurement and government regulation of business.

'74 - Consultant to the Rand Corp. (Santa Monica, CA) on defense procurement and contracting issues.

'73 - Visiting Research Associate - Resources for the Future (Washington, D.C.). Conducted research on regulation, environmental quality, and economic growth.

1971 - 1972

THE BROOKINGS INSTITUTION

Washington, D.C.

Research Fellow

Selected as a Research Fellow from a nationwide competition. Analyzed public policy issues related to national defense.

EDUCATION: BA (Economics), University of North Carolina (Chapel Hill), 1967
MA (Economics), Northwestern University, 1969
Ph.D. (Economics), Northwestern University, 1973

PUBLICATIONS:

Networks in Action: Business Choices and Telecommunications Decisions, co-authored with Peter G.W. Keen, (Wadsworth Publishing Co., Belmont, CA), 1994.

"A Total Quality Curriculum Experience", *1991 Proceedings of the Total Quality Forum*, (Procter & Gamble Co., Cincinnati, OH), 1992.

"Quality Improvement Initiatives in a Business School Setting", *1991 Proceedings of the American Statistical Association*, (Section on Quality and Productivity), pp. 73-76.

"Solving Spreadsheet-Based Integer Programming Models: An Example from International Telecommunications" (co-authored with R. Carraway and J. Freeland), *Decision Sciences*, Vol. 21, No. 4, pp. 808-824, Fall 1990.

"Total Quality Management of Telecommunications" (co-authored with E. Stonebraker), *Business Communications Review*, Vol. 89, No. 12, pp. 36-41.

"The Relative Efficiency of Satellites and Fiber-Optic Cables in Multipoint Networks" (co-authored with R. Carraway and J. Freeland), *Space Communications and Broadcasting*, Vol. 6, pp. 277-290, 1989.

"Satellites versus Fiber-Optic Cables" (co-authored with J. Crispin, R. Lemus, J. Reyna), *International Journal of Satellite Communications*, Vol. 3, No. 3, 1985.

"Incentive Contracting for National Defense: A Problem of Optimal Risk Sharing," *The Bell Journal of Economics*, Spring, 1977.

"Local Government Finance and the Regulated Firm," in *Economic Issues in Metropolitan Growth*, Ed., Paul R. Portney (Resources for the Future, Inc., Washington, D.C.), 1976.

