



Media Contact Information
Michelle Rothmeyer
Senior Public Relations Specialist
TMA+Peritus
mrothmeyer@tmaperitus.com
877.296.7114

LumiData Management Team

Profiles in experience and leadership

The backgrounds of the veteran experts who lead our team reflect a wide range of industry management experience — sales and marketing, retail merchandising, distribution and information technology.

LumiData's principals represent a combined 50 years of experience in the consumer goods products industry, developing, supporting and selling business management applications and information services to a wide range of Fortune 1000 companies.

Ransom S. Stafford, MBA, President & CEO

Current responsibilities. Provide strategic vision and managerial leadership to the Company, implement and oversee the long-range goals and strategies that deliver high-value products to customers, consistent with meeting our short and long term sales, profitability and business objectives.

Experience. Established small business consulting firm specializing in the development of marketing programs, capacity planning, business and strategic planning, technical consulting and business management training; served over 350 Twin Cities' businesses in this capacity. Over 20 years experience in sales and marketing, information systems, change management, and training and development at managerial and executive level for IBM, Control Data Corporation, The St. Paul Companies and Travelers Express Company.

Recognized by the St. Paul Pioneer Press and *Ventures* magazine as "Business Entrepreneur of the Year" for his work with small business owners. Noted contributor for the St. Paul *Pioneer Press*' Sunday *Business Entrepreneur Solutions* column and *Ventures* magazine.

Education. B.S. in biology/chemistry, North Carolina A&T State University; MBA in business management, University of St. Thomas.

Bruce Erickson, Executive Vice President and Chief Technology Officer

Current responsibilities. Chief technology officer and Executive Vice President responsible for LumiData's product development, software lifecycle management, platform development architecture, product support initiatives and technical efforts.

Experience. Twenty-year veteran developer of database management systems and customized application software, with extensive technical expertise in application development and information technology. Provided development, support and consulting services to medium and large corporations located in the Twin Cities as an independent information technology consultant. Headed Erickson Solutions Group's initiative to consolidate and focus its information technology system. Developed, maintained and supported applications in manufacturing, distribution, sales and management information, and management decision support. Served ten years with Unisys Corporation as an information technology professional.

Developed strong and valued working relationship with Target Corporation and its key vendors that led to his development of **SOLYS** as a tool for vendors to better collaborate with Target in the area of sales and category management.

Education. B.A. in history, University of Minnesota.