
Charles L. Baecker

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Technology Entrepreneurship & New Venture Education

Background

Charles Baecker is a 35 year veteran of the Southern California electronics and software industries, with 20 years in executive management roles. He has worked for industry leaders Beckman Instruments, JD Edwards, Wonderware Corporation, Delphi Communications Corp, Prime Computer and for a number of smaller companies, in management roles including founder, President, Sales & Marketing and Product Development. As an executive in the Los Angeles management consulting practice of Ernst & Young, Mr. Baecker provided consulting services in the areas of manufacturing operations and IT for both mid-cap companies and Fortune 500 divisions across the Western US.

A serial entrepreneur, he has been instrumental in the creation of seven start-ups including Assembly Technologies Corporation, of which he served as President and has served on boards of various start-ups as a member and an observer. In 1993 Mr. Baecker was part of the team that took Wonderware Corp. public, helping create a market capitalization over \$300 million. Currently, he is both Director of the Orange County Business Incubation Network (OCBIN) and Administrative Director of the Don Beall Center for Innovation & Entrepreneurship at the Paul Merage School of Business at UC Irvine which provides thought leadership in business startup principles and practice to entrepreneurs in Orange County and throughout the wider Southern California area. Since 2005, Mr. Baecker has been instrumental in generating over \$7 million in endowments for the Beall Center including the \$6.6 million naming gift from the Don Beall Family. In addition to his OCBIN and the Beall Center administrative responsibilities, Mr. Baecker is a Lecturer within the Merage School of Business in Entrepreneurship, a frequent presenter on campus and at entrepreneurship conferences and mentors young entrepreneurs in new venture development. His master degree in business management is from the California State Polytechnic University, Pomona and his bachelor degree in economics is from the College of Letters, Arts and Sciences at the University of Southern California.

Professional Experience

Technology Entrepreneurship

For over 25 years Mr. Baecker has been involved with technology-based start-up companies either as founder, early employee, investor or board member in both service and product oriented companies. In 1987 he founded Assembly Technologies Corporation providing electronics contract manufacturing services to the Southern California aerospace, computer and medical device industries. In 1989 he sold the company and joined start-up Integrated Inference Machines, working on the development of high-performance symbolic engines for the defense, aerospace and communications applications. In 1992 he joined start-up Wonderware Corp. where he served as Director of Network Products Sales. Currently, Mr. Baecker serves as the Director of OCBIN, assisting a portfolio of over 30 Southern California technology companies pursue their plans through the creation of product and the application of their passion. In 2008, Southern California Edison identified OCBIN as providing the Southern California economy an annual economic impact of over \$20 million.

New Venture Education

Since 2005, Mr. Baecker has served as the Administrative Director of the Don Beall Center for Innovation & Entrepreneurship, which services a target audience of 1,000 entrepreneurial UC Irvine students and researchers and through the Center, has organized a consortium of over 100 "C" level volunteers to provide thought leadership in the area of entrepreneurship and new venture creation. A frequent guest lecturer and presenter on campus and at entrepreneurship conferences, Mr. Baecker directs the activities of the Center's 10 co-curricular programs which include the annual Business Plan Competition at the Merage School of Business, the Students to Start-ups entrepreneurial skills development workshop series, the Innovation@Merage website and the Entrepreneurial Knowledgebase.

New Venture Sales and Marketing Management

Since the mid-1980's, Mr. Baecker has been involved with the development, sales and marketing of computer hardware and software, serving in roles such as VP Marketing, Director of Sales, Product Manager and Account Executive. Mr. Baecker honed his product marketing, branding, product launch and product distribution skills through his association with a number of break-through software products including the first MS Windows native peer-to-peer networking protocol, NetDDE; the first MS Windows-based X11 server, X11/AT and the first man-machine interface application for MS Windows, InTouch. In 1994 NetDDE was lauded as Product of the Year by the American Electronics Association. Today, this product can be found on over a billion Windows desktops throughout the world. While at JD Edwards, he personally closed over \$17 million in software, hardware and services revenues and managed over 90 accounts with collective total annual revenues of over \$70 billion in products and services while managing the company's West Coast electronics and technology installed base. At Integrated Inference Machines, Mr. Baecker built an international sales organization for this start-up developer of windows-based network products that spanned Europe, Asia and the Middle East. He also signed a \$6 million distributed agreement with Ingram Micro.

Education

1988	California State Polytechnic University, Pomona Master of Business Administration	Pomona-CA
1973	University of Southern California Bachelor of Arts, Economics	Los Angeles-CA

Academic Appointments

2010	Merage School of Business, University of California, Irvine Lecturer	Irvine-CA
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Certifications

2007	University of California Business Officers Institute	
2009	University of California, Irvine University of California, Irvine Leadership Academy	
2009	The Association to Advance Collegiate Schools of Business AACSB Bridge Program	

Publications and Presentations

Interview: "Computer Integrated Manufacturing System Implementation" with Tom Franklin, Business Editor, Executive report, KFAC FM, Los Angeles, California, February, 1985.

"Managing Factory Automation", Society of Manufacturing Engineers, Seattle, Washington 1986

"Integration in Factory Automation: Where We Are Now", Computer Integrated Manufacturing Workshop Series, Society of Manufacturing Engineers, Pomona, California, January, 1987.

Using Factory Integration as a Competitive Weapon, pp 1., 15., Orange County Business Journal, February, 1987.

"Contract Manufacturing", Speaker, Chapter Meeting, American Electronics Society, Newport Beach, California, February, 1989.

"Real-time Symbolic Processing for Demanding Applications", Featured Speaker, Chapter Meeting, Artificial Intelligence Special Interest Group, Association for Computing Machinery, October, 1989.

"NetDDE for Distributed Applications", Featured Speaker, DECUS, Las Vegas, NV, November, 1993.

"NetDDE for Distributed Applications", Featured Speaker, DECUS, Las Vegas, NV, November, 1994.

Editorial: In My View, *Managing Automation Magazine*, February 1995

"Planning for Effective Web Marketing", American Electronics Association Annual Web Marketing Conference, Costa Mesa, California, May 1999

"Current Trends in Process Manufacturing", Best Software Visions Conference, Palm Springs, California, May 2002

"How to Write a Concept Paper", UC Irvine Business Plan Competition, Spring, 2005-09

"Financial Projections", UC Irvine Business Plan Competition, Spring, 2007-08

"How to Prepare Your Medical Device Company for Acquisition", The Don Beall Center for Innovation & Entrepreneurship, Students to Start-ups Workshop #1, UC Irvine, February 17, 2009

"Entrepreneurship", Monthly Chapter Meeting, the UC Irvine Entrepreneurs Society, April 30, 2009