

CURRICULUM VITAE
E. JEFFREY LYONS

ejlyons@northwestern.edu
Adjunct Faculty Member
Farley Center for Entrepreneurship
and Innovation
McCormick School of Engineering and
Applied Science
Northwestern University

jlyons@city-cap.com
City Capital Advisors, LLC
444 N. Michigan Avenue, Ste. 3200
Chicago, Illinois 60611
Office: (312) 494-9800
Cell: 312-718-7777
<http://www.linkedin.com/in/ejlyons>

ACADEMIC TEACHING AND RESEARCH OBJECTIVES

To become a clinical professor of entrepreneurship at a leading university, focusing on teaching, mentoring and inspiring undergraduate and graduate students, introducing the next generation of aspiring innovators and entrepreneurs to entrepreneurial best practices grounded in current academic research, and contributing to innovation in entrepreneurship education.

EDUCATION

<u>Northwestern University</u>	Evanston, IL
Kellogg School of Management	
<i>M.B.A. with concentrations in Finance, Marketing and Accounting</i>	1983
<u>University of Michigan</u>	Ann Arbor, MI
Steven M. Ross School of Business	
<i>B.B.A. with concentrations in Finance and Organizational Behavior</i>	1980

ENTREPRENEURSHIP EDUCATOR TRAINING

<u>University of Southern California</u>	Los Angeles, CA
The AACSB Bridge Program	
<i>AACSB Instructional Practitioner, Professional Qualification</i>	2013
<u>Stanford University</u>	Stanford, CA
Lean LaunchPad® Educators Program	
<i>Lean LaunchPad® Educator</i>	2013
<u>Babson College</u>	Wellesley, MA
Price-Babson Symposium for Entrepreneurship Educators	
<i>Entrepreneurship Educator, SEE 31 Certificate</i>	2012

UNIVERSITY TEACHING/MENTORING EXPERIENCE

<u>Northwestern University</u>	Evanston, IL
McCormick School of Engineering and Applied Science Farley Center for Entrepreneurship and Innovation	
<i>Adjunct Faculty Member/Lecturer</i>	2013 - present
<ul style="list-style-type: none">Appointed to the Northwestern faculty to expand the Farley entrepreneurship curriculum by developing and teaching the inaugural “Financing Entrepreneurial Ventures” course to upperclassmen and graduate students from colleges and schools across Northwestern University.	
<i>NUvention: Web Advisory Board Member and Team Mentor</i>	2011 - present
<ul style="list-style-type: none">NUvention: Web is an experiential two-quarter capstone course in which students work across disciplines and Northwestern schools to design, plan, launch and run web-based businesses using the Lean Startup methodology.	
<u>Northwestern University</u>	Evanston, IL
Kellogg School of Management Kellogg Innovation and Entrepreneurship Initiative	
<i>Mentor, New Venture Development course</i>	2014
<i>Presentation Judge, Innovation Lab course</i>	2013
<i>Mentor/Judge, Startup Incinerator</i>	2012
<i>Entrepreneur-in-Residence</i>	2011 – 2012
<i>Judge, Entrepreneurship and New Venture course</i>	2010 – 2012
<u>Stanford University</u>	Stanford, CA
Stanford Online	
Technology Entrepreneurship Course (MOOC)	
<i>Student Team Mentor</i>	2013
<u>Babson College</u>	San Francisco, CA
F.W. Olin Graduate School of Business	
<i>Capstone Course Judge</i>	2012
<u>University of Chicago</u>	Chicago, IL
Booth School of Business	
Polsky Center for Entrepreneurship	
<i>New Venture Lab Team Sponsor/Mentor</i>	2012
<u>University of Michigan</u>	Ann Arbor, MI
Steven M. Ross School of Business	
Zell Lurie Institute for Entrepreneurial Studies	
Center for Venture Capital & Private Equity Finance	
<i>Gelband Private Equity Competition Judge</i>	2008 – 2009

OTHER ENTREPRENEURSHIP MENTORING EXPERIENCE

Techstars (Leading technology startup accelerator) <i>Techstars Mentor</i>	Chicago, IL 2014 - present
The Founder Institute (Entrepreneur training and startup program) <i>Mentor and Speaker – Bootstrapping and Fundraising</i>	Chicago, IL 2014
Campus 1871 (Four university cross-campus startup creation event) <i>Northwestern University Representative/Judge</i>	Chicago, IL 2014
Impact Engine (Startup accelerator for social impact entrepreneurs) <i>Team Mentor</i>	Chicago, IL 2012-2013

ENTREPRENEURSHIP ADVOCACY ACTIVITIES

U.S. Securities and Exchange Commission Annual Government-Business Forum on Small Business Capital Formation <i>Illinois Representative</i>	Washington, D.C. 1995 - 1998
Forum on Selected Issues of Small Business Capital Formation Sponsored by the SEC and the USC Financial Reporting Institute <i>Forum Participant</i>	Washington, D.C. 1998
California Forum on Small Business Capital Formation <i>Forum Participant</i>	San Francisco, CA 1997
U.S. Small Business Administration Angel/Seed Capital Connection Conference <i>Conference Participant</i>	Washington, D.C. 1997
SEC Town Hall Meeting for Small Business Capital Formation <i>Co-sponsor and Chicago market coordinator</i>	Evanston, IL 1996

SELECTED PRESENTATIONS AND LECTURES

“Angel Financing for Early-Stage Businesses”, Angel Financing Seminar The Illinois Coalition and the Chicago Software Association <i>Keynote Speaker</i>	Chicago, IL 1999
“Financing Alternatives for Small Business”, MIT Enterprise Forum <i>Invited Lecturer</i>	Chicago, IL 1998
“Small Corporate Offering Registration (SCOR)”, Illinois Forum on Small Business Capital Formation <i>Invited Lecturer</i>	Chicago, IL 1998

SUMMARY PROFESSIONAL/ENTREPRENEURIAL PROFILE

- **Proven, market-driven entrepreneur, trusted business partner, and strategic advisor to technology entrepreneurs** who has consistently created significant shareholder value with co-founders, team members, investor partners and clients in multiple companies over the last twenty years.
- **Execution-focused early-stage and growth company leader** who has founded, staffed, built and financed companies from start-up through scalable profitability and created successful financial exits ranging from \$16 million to \$115 million as a principal shareholder, member of executive teams and/or Board advisor.
- **Highly effective senior leadership team member** (President, Executive Vice President) and experienced Board Director in venture capital and private equity-backed early-stage and emerging growth businesses.
- **Functional areas of expertise** include developing and executing scalable business models and strategic growth plans, entrepreneurial finance including raising angel capital (\$500K), venture capital (\$2M) and private equity (\$25M), team building, corporate development and M&A, and scaling business operations.
- **Active Board Director and Advisory Board member** and management consultant serving a wide range of start-up and emerging growth companies as an active participant in the Chicago entrepreneurial community for more than twenty years.
- **Foundational corporate background** includes ten years of Big Four management consulting and money-center commercial banking experience.
- **Recent business focus on Web and mobile technology-enabled services**, including information and data services, database marketing services and Software-as-a-Service (SaaS) web and mobile business applications for the SMB market.

PROFESSIONAL/ENTREPRENEURIAL EXPERIENCE

City Capital Advisors, LLC
Operating Director

Chicago, IL
2006 - present

City Capital is an investment and merchant banking firm (Member, FINRA and SIPC) focused on providing financial and M&A advisory services, raising equity capital from private equity and VC firms, and making direct investments in growth businesses.

- Provide market and industry analysis in the information, marketing and technology-enabled service business sectors.
- Source and develop prospective investment banking client and private investment opportunities.
- Team with Managing Directors to provide corporate finance advisory, investment banking and transaction execution services to clients.
- General Securities Representative and Investment Banking Representative (FINRA Series 7 and 79 licenses).

PROFESSIONAL/ENTREPRENEURIAL EXPERIENCE, CONTINUED

Klever Technologies, Inc.

Co-Founder and Managing Director

Chicago, IL
2014 - present

Klever offers an intuitive, easy-to-use web/mobile platform that enables SMB marketers and salespeople to increase revenue by collaboratively managing customer relationship, marketing campaigns and web content as prospects navigate the B2B buyer's journey.

- Launched a technology startup to develop and test business model hypotheses using Lean Startup customer development and agile product development techniques.
- Currently working with early customers and partners through the customer discovery, validation and acquisition process.

BigTime Software, Inc.

Board Member and Principal Shareholder

President, Board Member and Principal Shareholder

Chicago, IL
2010 - present
2010 - 2012

BigTime is a market-leading provider of "Software-as-a-Service" (SaaS) web-based and mobile applications for time, billing, and practice management designed for the specific needs of professional services firms.

- As President, was responsible for accelerating the Company's profitable growth and increasing shareholder value by managing and monetizing the Company's intellectual property.
- Responsible for leading corporate strategy, development and strategic partnerships.
- Implemented a significant change in the Company's revenue model (from an enterprise license model to a Software-as-a Service (SaaS) subscription model) while managing and restructuring the sales and account management team.
- Negotiated a multi-year license for BigTime technology to Intuit, Inc. in 2010.
- Led the Company's \$2.7M Series A venture capital equity financing in 2011.
- Created the Company's Advisory Board by recruiting prominent business and technology experts.
- Managed investor, legal, accounting, and banking relationships, including oversight of the Company's first outside audit (unqualified opinion).

PRIMIS Marketing Group, Inc.

Co-Founder, Executive Vice President and Board Member

Chicago, IL
2002 - 2006

PRIMIS Marketing Group, Inc. was created to form a leading integrated provider of marketing information solutions to middle-market companies by executing a "buy and build" strategy.

- Led the business plan development and \$25M private equity fundraising process.
- Responsible for mergers and acquisitions, corporate strategy and development.
- Successfully completed four acquisitions in 2½ years, including the platform acquisition of a four-time Inc. 500 marketing data and database solutions company.

PROFESSIONAL/ENTREPRENEURIAL EXPERIENCE, CONTINUED

- PRIMIS Marketing Group, Inc., continued** Chicago, IL
Co-Founder, Executive Vice President and Board Member 2002 - 2006
- Played an instrumental role in managing over 250 employees, integrating the acquired companies, organically growing revenue and profitability at over 2X industry norms, and building PRIMIS into an industry leader with revenue in excess of \$60M in 2006.
 - PRIMIS was successfully sold for \$115M to a \$1.5 billion private equity firm resulting in an IRR of over 50% for its shareholders and investors.
- Gray Drake Partners** Chicago, IL
Co-Founder and Managing Director 1999 - 2003
- Provided financial strategy, merger, acquisition, and financing advisory services to software and information technology services companies.
- Marquette Consulting** Chicago, IL
Founder and Managing Director 1995 - 1999
- Provided venture capital, M&A advisory, and management consulting services to a wide range of emerging and growth-stage business services and information technology companies and their founders, executive teams, and investors.
 - Established Marquette Capital Resources, the exclusive Great Lakes region affiliate of NVST.com, providing promising ventures with web-based access to a pre-qualified proprietary database of accredited angel investors.
- Record Center Corporation/Chicago Data Storage Systems** Chicago, IL
Director of Sales and Marketing 1990 - 1995
- KPMG LLP (Consulting Practice)** Chicago, IL
Midwest Region Consulting Manager 1984 - 1990
- Harris Bank (now BMO Harris Bank)** Chicago, IL
Credit Analyst/Commercial Banker 1980 - 1982

PERSONAL INFORMATION

- Married to Deborah B. Lyons, R.N., J.D., since 1987.
- Daughters, Katherine (age 25), Kimberly (age 22), and son, Michael (age 22).
- Other interests include international/domestic travel, log lodge living in Northern Michigan, fly-fishing, Big Ten athletics, and supporting the National Eagle Scout Association.