

TIMOTHY J. COOLEY

September 10, 2008

Hon. Dave Cieslewicz, Mayor
City of Madison
c/o City Human Resources Department
210 Martin Luther King Blvd., Room 501
Madison, WI 53703

Dear Mayor Cieslewicz:

This letter and the accompanying packet are in response to your search for a Director of the City's Economic Development Division.

Over the past year and a half I have made numerous trips back to Madison and have researched the local and regional economies extensively in preparation for a planned move back to the city. Madison is where I went to school and spent a significant part of my life.

My background and expertise align closely with the expectations you, your staff, and the Economic Development Commission have for the Director position. I have worked for over 20 years in developing the regional competitiveness and economic sustainability of Orange County and Southern California. My roles have included heading a regional public/private "think tank" addressing economic development issues (similar to THRIVE,) serving as Exec. VP of the Orange County Business Council (the regions largest and most influential economic development organization,) and as a Fellow and Board member of the LARTA Institute (technology commercialization and regional development.) I have both the strategic and operational experience and understanding necessary for the role you are seeking to fill.

My background working with businesses, professional services firms, research universities, funding sources, government at all levels, and in building effective public/private partnerships and coalitions is particularly germane to this position and what needs to be accomplished in Madison.

I have initiated and been involved with large-scale recruitment efforts, cluster and workforce development, land-use and permitting issues, financing, and real estate development. I have worked with relocation consulting firms and directly with Board and C-level executives to identify and address opportunities for growth and expansion.

I have reviewed the City's Comprehensive Plan, activities of the Economic Development Commission and the work performed by Ticknor. I have also spent significant time meeting with individuals involved in economic development in the city, region and state. I



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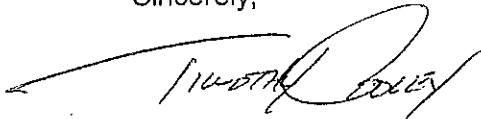
feel quite comfortable that I can effectively address and implement the plans you have set forth and have the experience, creativity, and flexibility to lead efforts forward.

Attached is my resume and bio together with professional references for your review. I have also included contact information for several Madison area executives involved in activities related to the position you are seeking to fill and who have agreed to act as references.

Additionally, I have included a letter from the former President of the University of California System and Chancellor at UC-Irvine, related to my background working in the university environment which will be critical to the future growth and success of Madison and its metro region.

The prospect of using the experience, knowledge and contacts I've accumulated during my career to return to Wisconsin and lead Madison's economic development initiatives is quite attractive and I'm looking forward to further exploring this opportunity with you and your search committee.

Sincerely,

A handwritten signature in black ink, appearing to read "Timothy Cooley". The signature is fluid and cursive, with a long horizontal stroke extending to the left.

TIMOTHY J. COOLEY



Visionary executive experienced in formulating strategy and driving and managing successful implementation of growth plans for high-profile companies and organizations.

Experience

2002-Present

Consultant to corporate Boards and senior management, universities, and public institutions on issues related to strategy, management, market relations, and economic development.

H2Squared

Executive Vice President

2000-2002

Principal in development of investment funds focused on early through expansion-stage private equity/venture capital investments in the U.S. and Asia. Assembled investment team, recruited Board of Directors, and developed strategy, positioning and structure.

Global Financial Group

Managing Director

1992-2000

Led and acted as main spokesperson for regional public/private policy and economic think-tank of business, government and academic leaders that subsequently merged to become strategic arm of leading economic development/business advocacy group in the region. Focused on regional competitiveness, venture feasibility/funding/mentoring, and industry cluster/workforce development. Selected by U.S. Department of Commerce to lead initiatives to map, develop and grow innovation and technology sectors in Southern California. Successful programs included regional benchmarking, development and management of nation's only high technology-focused SBDC, regional entrepreneurial education centers, angel network, business mentoring, and economic development programs and education.

**Orange County Business Council
Partnership 2010**

**Executive Vice President - Strategic Initiatives
President & CEO**

1987-1992

Led strategic consulting firm focused on entrepreneurial, fast-growing technology and service-based companies. Merged into a strategic alliance and senior management consulting role with leading international professional services firm. Areas of focus included entrepreneurial business growth, corporate strategy, management & Board development, communications, financial structuring, and marketing. Worked closely with venture capital community and founders and executives of early to mid-stage companies to accelerate growth and develop professional management practices.

**Ernst & Young
Market Performance Group
Regis McKenna, Inc.**

**Director of Strategic Planning
Founder & CEO
Senior Consultant**

Earlier Career:

Positions of increasing responsibilities in management and marketing roles in entrepreneurial ventures, financial services and information technologies sectors. These included work in corporate finance for a national broker/dealer, market maker and membership on a major national exchange, and marketing for a leading U.S. manufacturer of computers and peripherals.

Industry & Professional Affiliations

LARTA Institute - Board of Directors & LARTA Fellow
University of CA, Irvine Medical Center - Executive Committee
Forum for Corporate Directors - Founder & Board of Directors
Life Sciences Industry Council - Founder & Board of Directors
Orange Coast Venture Group - President & Board of Directors
VenturePoint Technology SBDC - Founder & Board of Advisors
ACCELERATE SBDC - Board of Directors
CONNECT - Board of Directors
American Electronics Association - Board of Directors
California Manufacturing Technology Center - Board of Advisors
Caltech/MIT Enterprise Forum - Board of Directors
Tech Coast Venture Network - Board of Directors
Southern California Regional Economic Strategy Consortium - Board of Directors
Orange County Economic Development Corporation - Board of Directors
California Business & Higher Education Forum
State of California Economic Strategy Commission
State of California Capital Formation & Business Investment Commission
County of Orange Strategic Planning Commission
County of Orange Overall Economic Development Planning Commission

Corporate Boards

Vasix Pharmaceuticals
SBX Exchange
NovaCap
Celluland
CASE Software
Quen Computing

Education, Professional Licenses & Awards

Bachelor of Science

University of Wisconsin - Madison
College of Life Sciences
Major: Journalism

Executive Management Programs:
Strategic Planning
Corporate Finance
Leadership & Innovation
Technology Commercialization

Professional Licenses

Securities Registered Representative
Financial Principal
Member of the Exchange/Market Maker

General Securities Principal
Registered Options Principal
Commodity Trading Advisor

Awards

Vision Award - Minority Business Council
Orange County's Hot 25 - OC Metro