



Inspiring the  
pursuit of  
maximum  
personal  
achievement  
through

Board Point™



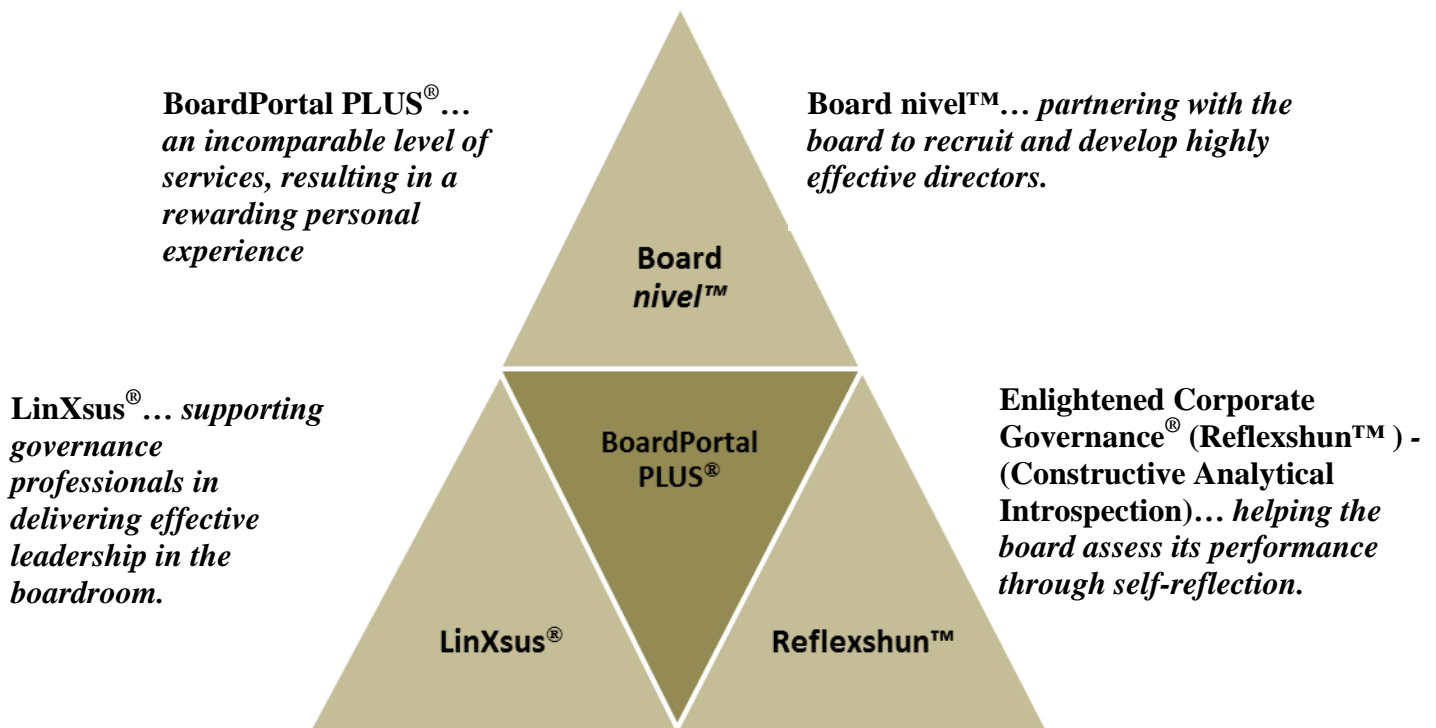
[www.xceo.net](http://www.xceo.net)

# Board Point™

**By redefining the relationship between the board of directors and its service providers, XCEO delivers an integrated set of products, services and processes, designed to far exceed director expectations.**

We strive to build relationships as boardroom partners. There are many reasons to partner with XCEO.

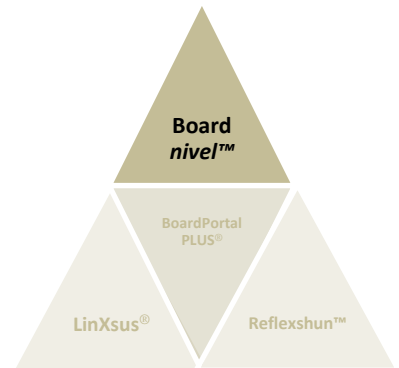
1. A "personal relationship-centered" business model using leading edge best practices and innovative technologies.
2. A "performance-centric methodology", based on applied research, empirical study and practical experiences.
3. A comprehensive set of objective assessment products, processes and services, and standard measures of successful outcomes, provide an enlightening engagement experience and insightful personal perspectives.
4. Developed by directors for directors, with insight from leadership development partners and subject matter experts.
5. We concentrate on four main areas to deliver a brand new and exciting approach to old standing problems and challenges to the boardroom.



We ground our work in experience, support it with research, and ensure it with **SCIENCE**.  
**Secure, Confidential, Inexpensive, Easy to Use, Networked, Comprehensive and Effective.**

## Board Succession - Board *nivel*

At XCEO, we believe that an effectively implemented board succession plan is one of the most critical components of building sustainable shareowner value. Having the right people on the board, fully prepared to contribute, provides the essential foundation for all of the board's future work.



Through Board *nivel*, we serve as your partner, personal advisor, facilitator and support for all of your board succession efforts.

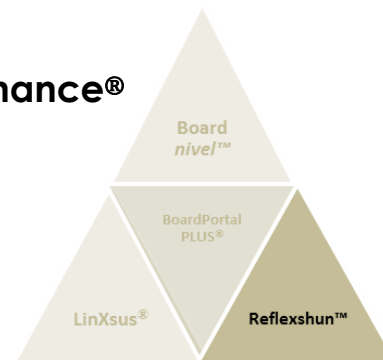
Our unique, data-centric search process is easier for you and more effective than traditional methods. Once you have chosen your new director, we support him or her individually for a year so that your board gets more value, more quickly. Rather than disappearing after a director has been placed, we remain a resource for you by providing counsel and helping the board maintain a healthy, continuing search process.

### How It Works:

	<b>BASE™ (Board Attributes, Skills, and Experiences)</b> <ul style="list-style-type: none"><li>• We collaborate with the Corporate Governance &amp; Nominating Committee Chair to identify the ideal candidate profile for your board, using proprietary software and analytics. All directors participate in this data-driven, comprehensive process, ensuring board alignment and a more precise candidate specification.</li></ul>
	<b>Director Recruiting Services (Search for Development)</b> <ul style="list-style-type: none"><li>• Our development-centric board succession process offers you a unique advantage by allowing you to select from passionate, committed directors whose abilities have been deliberately developed and nurtured. We go beyond the standard database approach to source highly skilled candidates from both traditional and non-traditional backgrounds to find the best for your board.</li></ul>
	<b>On-Boarding Support Services</b> <ul style="list-style-type: none"><li>• Unlike any other board succession firm, we provide tailored, one-on-one support to every new director we place. This structured, twelve-month program prepares the new director to contribute to his or her full potential and fast-tracks the return on the board's investment through board and committee-specific modules and activities.</li></ul>
	<b>Director Support Services</b> <ul style="list-style-type: none"><li>• Our commitment to support you and your board does not end when a director is selected, or even after the on-boarding period. To help all of your directors continue to develop their governance expertise and value to the board, we offer specialized director support services through our LinXsus® products.</li></ul>

Board *nivel* is appropriate for both corporate and public sector boards of all sizes. We are proud to offer this highly personal and tailored service to all types of boards at an extraordinary value that is unmatched by any other board succession provider.

# Board Evaluation Services- Enlightened Corporate Governance® - Reflexshun™



## Corporate Governance & Board Leadership Development

At a time when the scrutiny of directors and boards is at an all-time high, enlightened corporate governance® and improved board leadership are key to maximizing shareowner value. The current economic climate provides a substantial opportunity for directors to employ rich individual and collective board evaluations in order to improve board leadership.

Board Suite	Director Suite
ECG™ Board Evaluation	Personal-ECG Board Evaluation
IDP™ Peer-to-Peer Evaluation	IDP Personal Performance Evaluation
Unique Committee Evaluations	IDP 360° directorSPHERE™ Evaluation
Board Risk Oversight Module	Individual Director Risk Module
CEO Operating Performance Evaluation™	CEO Operating Performance Evaluation™ CEO Leadership Performance Evaluation™ CEO directorSPHERE™
Directors and Officers (D&O) IQ Review	
Board Attributes, Skills & Experiences (BASE) Succession Analysis	<b>And many more...</b>

### Reasons to Enroll:

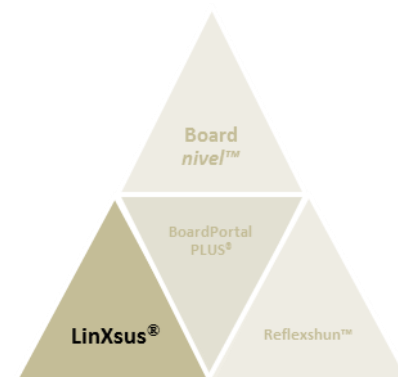
1. The easy-to-use, automated, **Web-based interface** allows for maximum convenience. The exercises provide the utmost flexibility, are comprehensive yet uncomplicated.
2. Information and results are **secure, privacy is rigorously defended** and all information may be stored or kept indefinitely, depending on the wishes of the board.
3. The **three unique and tailored results reports** with industry data and benchmarking are reflective, encouraging discussion. They provide a baseline to enhance performance.
4. The powerful **Directors and Officers (D&O) IQ Review** allows the board and senior leadership team to easily and securely satisfy the independence requirement.
5. The IDP Peer-to-Peer exercise whereby directors on the board **evaluate their peers** is a leading edge offering that is sure to break new ground in the boardroom.
6. **Risk Oversight modules** for both the board and individual directors provide insight into the responsibilities and key issues that should be considered.
7. CEO evaluations provide the opportunity to **evaluate the CEO**, offer constructive feedback and view aggregate assessments to help determine strategy.

## Director Support Services – LinXsus®

A specialized aspect of our board governance service includes our tailored programs for executives, CEOs and directors who are looking for unique, one-on-one support. Unlike a one-time directors college or board networking event, our LinXsus® suite of products and services are a year-long commitment to working tirelessly for our clients so that they reach their goals.

With programs specially created for individuals in the board arena, we are the only firm to deliver personalized attention, tools and resources to our clients.

LinXsus® products provide you with a unique combination of several tools such as, the Enlightened Governance® Board & Director Evaluation Program exercises, the Extreme Personal Leadership® (XPL) Principles & Stakeholder Support Analyses and Search for Development opportunities for board positioning.



### Our suite of LinXsus® Products Serve:

- Newly appointed CEOs and/or directors
- CEOs or directors looking to enhance future board service opportunities
- CEOs or directors looking to be more effective in the boardroom
- CEOs or directors on a non-profit board and looking to transition to corporate board work or expand non-profit effectiveness
- Audit, Corporate Governance & Nominating and Compensation Committee Chairmen and members who want to excel at their role on the board
- Seasoned executives with board aspirations looking to position themselves for corporate board work
- Recently retired directors who want to stay active and the support of an exceptionally qualified support staff

### LinXsus® Professional – Mentoring & Personal Leadership Development

We advocate *Extreme Personal Leadership®* as the foundation for competing effectively by inspiring intellectual capacity. X-Leaders create environments that accomplish goals through a leadership approach that creates the energy to propel organizations to heights far beyond expectations. X-Leadership differs substantially from managing. Whereas managers act to limit choices, X-Leaders strive to develop fresh approaches to long-standing problems and to open most issues to creative options. In fact, *Extreme Personal Leadership®* is fast becoming the distinguishing characteristic that will determine the future of many corporations.

## Professional Development Services:

### Individual Programs

Corporate Professional Mentoring  
Individual Professional Mentoring

### Group Programs

XPL Colloquium Series Seminars  
XCEO Customized Modules

## Individual Professional Development Programs:

1. Senior leadership development: designed for high-aspiration individuals with plans to achieve senior executive level responsibilities or serve as dedicated board members in corporate America.
  - Prepare high-potential individuals for accelerated career advancement
  - Exceptional level of personal support
  - One-on-one mentoring and personal leadership development



## LinXsus® Select

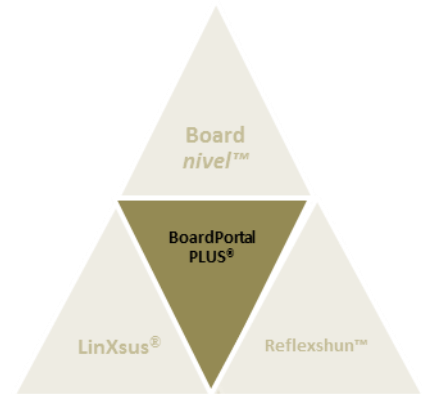
When continued board service is of interest but time is limited, LinXsus® Select offers directors the ability to partner with XCEO to focus on personal boardroom leadership, current boardroom challenges as well as to prepare for additional service by using our resources in an informal, but structured manner.

## XCEO Leadership Presidium (XLP)

XCEO offers directors the ability to partner with us, draw from our resources and benefit from an association with our team as well as other high-aspiration directors. Different than other groups and associations, the XCEO Leadership Presidium is a low-cost, low-risk way for you to open yourself to new board, governance and learning opportunities while making an impactful contribution to governance research. Finally, as part of our XCEO network, you will benefit by your association with directors who can impact your future board career.

## Board Portal Services - BoardPortal PLUS®

By redefining traditional board support relationships, XCEO delivers an integrated set of products, services and processes designed to far exceed board expectations. BoardPortal PLUS® is the only board portal available that runs on the iOS and Android platform, tablets and phones.



**Everything Your Board Needs Right Now...** Our portal offers your board the opportunity to invest its resources in other vital governance areas. BoardPortal PLUS® is simply our channel for continued delivery of our cutting-edge solutions for solving critical boardroom issues.

### **The Most Comprehensive Board Portal... PERIOD.** **Cutting-edge Technology • Advanced Functionality**



1. Enlightened Corporate Governance® – Over 30 comprehensive assessments for boards, directors and the senior leadership team. Customized reports, industry data and benchmarking make this the premiere governance tool.

2. BELIEF™ – Board Leadership Effectiveness is a unique opportunity for boards to measure their knowledge and engagement of the directors in order to increase its overall effectiveness.

3. Board Chamber – Simplify board communication by utilizing the calendar, board book, resource center, email and polling capabilities.

4. Extreme Personal Leadership® - Personal Leadership Development serves as the cornerstone of the XCEO value proposition and the XPL is the tool which provides the foundation for its success.

5. Concierge – Personalized, tailored industry, company and financial information is provided to each board.

### **XPress**

XPress is fully integrated into BoardPortal PLUS® to offer extensive communication abilities for the e-boardroom. Free, cutting-edge tools, document sharing, annotation, video and voice conference meetings and messaging functionality is seamlessly available to users.

### **Security**

XCEO ensures the protection of all client data and documents/images through best-practice policies, physical security and access control procedures. XCEO employs systems for the protection and adequate care of data and documents/files as if they were or become privileged.



## XCEO Leadership Team

**Curtis J. Crawford, Ph.D.**  
President & CEO

Dr. Crawford is President and CEO of XCEO, Inc. He is the author of *Corporate Rise: The X Principles of Extreme Personal Leadership*, *Compliance & Conviction: The Evolution of Enlightened Corporate Governance* and *Manager's Guide to Mentoring*.

Dr. Crawford currently serves on the Board of Directors of The Chemours Company, Xylem Corp and ON Semiconductor. He previously served on the Board of Directors of E. I. du Pont de Nemours, ITT Corp, Agilysys, Lyondell Petrochemical, The Sisters of Mercy Health Corporation and DePaul University.

He has served as Chairman of the Board of ON Semiconductor; Chairman, President and CEO of Zilog; President, CEO and Director of Onix Microsystems; and Chairman of the Board of ISTAT. Dr. Crawford also serves as a special advisor to several start-up companies.

He began his career as a systems engineer at IBM. Over 15 years, he held executive positions including Vice President of Marketing. During a ten-year tenure, Dr. Crawford was Group President of the Microelectronics Group and President of the Intellectual Property division of AT&T and Lucent Technologies.

Dr. Crawford earned his BA in Business Administration and Computer Sciences and a MA in business from Governors State University. He earned his MBA from the Charles H. Kellstadt Graduate School of Business at DePaul University, and a Doctor of Philosophy degree in Organization and Management from Capella University. In addition, Dr. Crawford has been awarded two honorary doctorate degrees, one from Governors State University and the other from DePaul University.

In 2011, Dr. Crawford was awarded the *B. Kenneth West Lifetime Achievement Award* from the National Association of Corporate Directors (NACD) for his contribution to corporate governance and for having made a meaningful impact in the boardroom.







**Michelle Ronco, MBA**  
Chief Marketing Officer

Ms. Ronco is the Chief Marketing Officer at XCEO, Inc. In this role she oversees all marketing, public relations and advertising in addition to working with the sales team to support its efforts by providing innovative and exciting campaigns, material and program content for all individual director and board clients. Specifically, Ms. Ronco is responsible for the continuing development, oversight and execution of XCEO's board succession, board effectiveness, director support services and BoardPortal PLUS™ offerings. Finally, Ms. Ronco is a principal in serving clients by delivering world-class consultative services, products and training.

Since 2003, she has participated in many facets of the XCEO organization including idea creation, research, sales and marketing. Michelle is frequently sought out regarding board portals by leading governance advocates and groups, as well as influential board governance publications such as Board Secretary.

Previously, Ms. Ronco was the Program Director of Corporate Governance & Board Leadership Development, leading the development and release of XCEO's online Extreme Personal Leadership Tools. Ms. Ronco also designed and created XCEO's Enlightened Corporate Governance® Board & Director Evaluation Program intended for use in corporate boardrooms around the globe. Ms. Ronco is a member of XCEO's executive team in addition to being the principal publisher of the books Corporate Rise and Compliance & Conviction.

Prior to joining the XCEO team, Ms. Ronco worked for Morgan Stanley as a Financial Advisor and was Assistant Web Master for Santa Clara University's Leavey School of Business website.

Michelle earned her MBA with an emphasis on Finance and International Business from Santa Clara University in Santa Clara, California. She also holds a Bachelor of Science in Commerce (BSC) in Economics and Operations and Management Information Systems from Santa Clara University. She previously served on the board of directors of the Mexican American Community Services Agency (MACSA), and was a member of the National Society of Hispanic MBAs and National Association of Women MBAs.

**Mary Pat Kelsey, BBA**  
Regional Director, Board Governance and Personal Leadership

Mary Pat Kelsey serves as Regional Director, Board Governance and Personal Leadership for XCEO, Inc. Prior to joining XCEO, Ms. Kelsey served in sales, management and marketing positions for leading companies in the Chicago land area. She has worked in various industries, including insurance, professional development and recruitment. In her previous positions, Ms. Kelsey was instrumental in creating marketing strategies and training programs for insurance agents throughout Illinois and the Midwest. She conducted research on insurance products and developed product information programs used for educating consumers. Ms. Kelsey also led a team that administered employee benefits for top companies throughout the Midwest. As Business Development Manager for a leading professional development and recruitment firm, Ms. Kelsey developed and implemented all sales and marketing plans throughout the states of Illinois and Texas. Ms. Kelsey has worked with upper level executives of Fortune 500 companies in both benefit planning and recruitment for key executives.

Ms. Kelsey earned her BBA with a specialization in Marketing from Loyola University of Chicago.

**Shad Mohammadi, BBA**

Regional Director, Board Governance and Personal Leadership

Shad Mohammadi serves as a Regional Director, Board Governance and Personal Leadership. Shad is passionate about serving XCEO clients by delivering excellent service via intellectual capital that he has gained throughout his executive career. Prior to joining XCEO, Shad was the founder and Chief Operating Officer of a cloud-based Silicon Valley startup where he led business development, growth and strategic alliance initiatives, as well as raised capital from angel investors. Shad has over a decade of experience working at high tech startups and leading software companies. He also held a position as an investment banker focusing on mergers, acquisitions and capital raising efforts for middle-market technology companies. In addition, Shad worked at Microsoft in their Silicon Valley location and helped with the development of the Windows Live Hotmail.

In his previous roles, Shad has served on local Silicon Valley chapter boards with national and global presences. Shad has an entrepreneurship background, holding several senior leadership roles at non-profits, boards and technology companies. His skills and wealth of knowledge range from sales and marketing activities to business development and corporate strategic advisory work. Shad is passionate about supporting board members and C-level executives to achieve extraordinary performance and excellence.

Shad graduated with a BS in Business Administration with a concentration in marketing at San Jose State University, where he held active leadership roles in the Entrepreneur's Association. He was also President of the nationally recognized honor society, Alpha Lambda Delta.

**Michael A. Dobmeier**

Chief Technology Officer

As Chief Technology Officer at XCEO Michael Dobmeier oversees global software development, quality assurance, security, infrastructure and product management.

Michael has worked in the technology field for the past three decades with a focus on system architecture, enterprise applications, process development, data management, client relations and program management.

Prior to joining XCEO Michael held management positions at Philips Semiconductor, LSI Inc., VLSI and CashEdge. In the 1980's he also served in the United States Marine Corps as an Asset Management Manager. During this enlistment he managed the Marine assets for the Marine Corps Security Force Battalion, 5 USMC Companies and 13 US Naval ships which included several air craft carriers.

**Mariam Ghazvini, Ed.D.**

Leadership Development Consultant

Dr. Ghazvini is an organizational development, career and educational planning professional. She has over 20 years of experience in retail, manufacturing, corporate training and non-profits program development and delivery. She specializes in leadership development and career planning. She coaches individuals and teams on achieving their leadership and personal goals.

In her last position as Human Resources Training Manager at Catholic Charities of Santa Clara County, she developed leadership and vocational programs. Dr. Ghazvini designed and implemented Hewlett-Packard's on-site university programs delivering accelerated general education from community colleges as well BA and MSE/MBA programs on-site (graduating more than 245 employees).



In addition, Mariam career coached for Right Management Consultants and taught at San Jose City College. She has conducted seminars, and courses on career development, interpersonal relations, goal setting, and new employee orientations in corporate and non-profit organizations. Dr. Ghazvini previously served on the Board of Directors of HP Alumni Association and Springboard Forward, as well as the MBA Advisory Board for Notre Dame de Namur University.

She holds a BA in Sociology, an MA in Education from San Jose State University, a Doctorate degree in Education from University of Southern California and an MA in Counseling from Santa Clara University. She has a certificate in career counseling from Santa Clara University. She holds a California Adult Teaching Credential. She is a certified Ergonomist, and DOD Certified Electro Static Discharge instructor.

### **Neemesh Shah, BA**

Governance Research and Data Analyst

As Governance Research and Data Analyst, Neemesh Shah's role is to manage and analyze XCEO's unique data so it can be strategically and creatively implemented with XCEO products and services to best serve clients. Mr. Shah contributes to the XCEO Newsletter, XCEO INK, as well as mines and generates proprietary data for XCEO clients, associates and the sales and marketing teams. In addition to these critical functions, he assists Dr. Curtis J. Crawford with research for his forthcoming board governance book.

Prior to joining XCEO, Mr. Shah completed his Bachelor of Arts degree in Business Studies from California State University, Hayward in 2006. While completing his degree, Mr. Shah attained first-class customer relations skills providing support to premium and luxury season ticket holders for the Golden State Warriors. Mr. Shah also previously executed Quality Assurance testing while working for the SanDisk Corporation as a team member of the Audio and Video Group.

Mr. Shah is versatile, creative, and energetic with over 10 years of experience serving diverse roles in customer service and technology.

### **Samantha Mickens, BA**

Executive Search Assistant

As an Executive Search Assistant, Samantha Mickens is a key member of XCEO's Board Succession efforts, supporting clients by identifying qualified executives to fill recently vacated corporate board positions. Ms. Mickens also assists with XCEO's Professional Mentoring programs by partnering with directors to cultivate and enhance leadership attitudes and behaviors resulting in, what XCEO calls, Enlightened Governance. In her role, Ms. Mickens utilizes XCEO's Integrated Board Leadership Process in working with clients who make leadership development a priority.

Prior to joining XCEO, Ms. Mickens spent over a decade assisting municipal government organizations in the development of several successful community programs, primarily focused on environmental stewardship and the responsible management of vital public and natural resources.

While completing a BA in Political Science from the University of Arizona, as well as an Associate's Degree in Communications, Ms. Mickens participated in a hospitality internship through the Walt Disney World College Program followed by an internship at a Congressional District office. She has studied non-governmental organizations, and has experience working for a non-profit organization.



Ms. Mickens' passion for effective, ethical leadership and efficient organizational management is reflected in her educational efforts as well as previous career experience.

**Raelene De Santiago**

Administrative Assistant - Customer Support

As the Administrative Assistant, Customer Support at XCEO, Ms. De Santiago performs administrative duties to support the XCEO Sales & Marketing teams. She also manages the office, facilitates scheduling and coordination and acts as a liaison between the XCEO team, clients and associates. In addition, Ms. De Santiago is Dr. Crawford's assistant, supporting his board work, scheduling and communication.

Prior to joining XCEO, Ms. De Santiago worked for more than 23 years for companies in the home building, real estate development and education industries. Her previous positions involved various administrative and support duties. Ms. De Santiago has a strong desire to excel and make a positive impact on every individual she encounters.



## Contact Us

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