

Robert M Kaul

Biographical Resume

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Robert Kaul offers a unique combination of skill sets. Over a 21-year career in business, he has exhibited outstanding leadership and top performance in sales, marketing and operations activities, and is now an acknowledged entrepreneurial authority and an expert at growing early-stage companies through their first million in sales.

Robert has founded, co-founded, advised and/or managed successful start-ups five times in a row. His company iCAT Media remains active in new media marketing, Higher Bracket Online Media Inc. is Canada's largest executive internet job board, Luna Technologies International Inc. was successfully sold, ARA Safety Inc. remains a fast growing pioneer in new life safety products and his Global Life Safety Group Inc. owns valuable brands including Life Safety USA™, PowderGlo™ and Stop.Fire.Cold™.

The story of Robert's career is a story of deliberate growth, focused education and achievement under sometimes extremely challenging circumstances.

While still a student at the University of Alberta, Robert chose an unusual summer job: door-to-door salesman. The Kirby Vacuum Company was offering a \$2,000 scholarship to its top student salesperson – over 400 students across Canada applied. Robert won that scholarship as the top student salesperson in the country in 1989. The award came with a standing offer for full-time employment following graduation.

During a 5-year stint with Kirby Western Canadian Division, Robert distinguished himself at essentially every possible leadership position, winning multiple awards as top salesperson, top sales recruiter, top area distributor and finally Assistant Divisional Supervisor, responsible for management training across Western Canada. He was twice honored at Kirby World Headquarters in Cleveland Ohio, once as the top sales trainer in Canada and again after a personal best month when he and one other salesman sold a record 61 units (for nearly \$110,000.00) in Yellowknife, NWT.

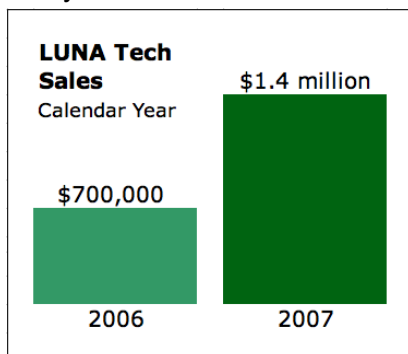
In 1995 family responsibilities necessitated a move to Calgary AB and a change of direction. Robert chose to apply his sales and management skills in the Vacation Ownership industry. In 1998, after three years with a small resort near Banff AB as a senior manager, he moved to Whistler BC and joined Whiski Jack Resorts, then Whistler's oldest and most prestigious timeshare and fractional ownership provider. Robert immediately excelled, earning the top sales spot from 1999 to 2001, and personally selling over \$1.5 million each year. Robert also earned an Associate Resort Professional (ARP) designation from the American Resort Development Association (ARDA) Education Institute.

By 2003, Robert was ready to fulfill a life-long dream to found a business and become an entrepreneur. After a sabbatical year during which he pursued an initial education in Producing, Writing, Editing and Entertainment Law at Vancouver Film School, Langara College and UBC, Robert founded Promising Productions Inc as a full service new

media, film and television company. Recognizing that the convergence of TV and the Internet was at hand, he quickly created a web-development subsidiary called iCAT Media. Opportunities and awards soon followed. CHUM (Citytv) purchased his very first production, a documentary about a film contest held annually in Whistler BC that Robert wrote and directed. That sale led to collaboration with Reluctant Films of Toronto ON, and a co-production credit on the feature film “The Reluctant Pornographer”, which was sold to Citytv and Movie Central. Robert entered and won the 24 Hour Film Festival in Vancouver with “The Mother Load”. Meanwhile, iCAT Media became one of the only production companies to win a prestigious grant from The Bell Broadcast and New Media Fund on the first attempt. The grant paid for development of a unique web-and-cell-phone based interactive text-message game for the Citytv series “The Collector”. One early iCAT client is now the largest Executive Internet Job Board in Canada – Robert coined the name “Higher Bracket” and his programming team originally built the site, www.higherbracket.ca, now in it’s fifth year. His success with iCAT in the new media marketing space led to an increased interest in technology marketing and sales in general, and a very attractive offer that Robert couldn’t refuse.



Luna Technologies Int’l Inc was a Vancouver start-up that had pioneered a new type of safety signage product that glowed in the dark. Photoluminescent (or ‘PL’) signs were at first a curiosity, but terrorism changed that very quickly. In 1993, Islamic terrorists attempted to destroy the World Trade Center with a massive truck bomb. The buildings were saved but over 1,000 people were injured and authorities realized that evacuating the two 110 story skyscrapers was much more difficult than earlier assumed. Primitive photoluminescent paint was ordered for the stairwells, to help guide people out in an emergency. On September 11th, 2001 this early photoluminescent system was credited by the WTC Commission with saving thousands of lives. Soon after, Luna’s PL products were recognized as the best in the world by winning international tenders to be specified for marquee projects including the US Pentagon and the International Space Station. In July 2005 New York City passed Local Law 26, mandating photoluminescent signage in every office tower. Luna Technologies was ready to take advantage of this opportunity, but they needed someone on the ground in New York to handle sales and manage installations. Robert was recruited as Director of Sales, and moved to New York in November 2005.



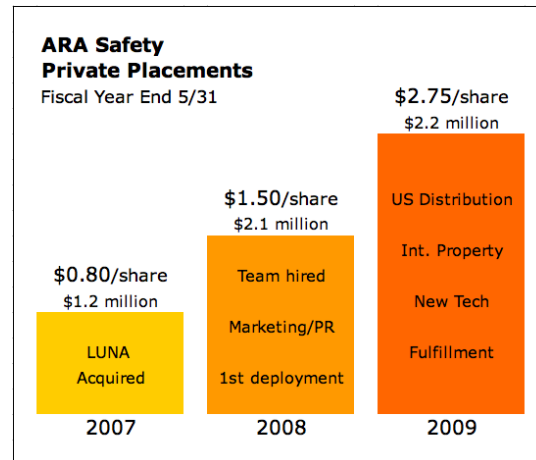
The New York project presented an enormous challenge – how could a small Canadian company gain traction and market share in the tough, patriotic, union dominated New York market? Innovation and quality were key drivers, and by mid-2006 Luna Technologies was a recognized leader in “High-Performance

Photoluminescent” thanks to a product Robert perfected: ‘photoluminescent powdercoat’, the most durable version of PL available. Robert assumed management control of Luna Technologies as Director of Operations in the spring of 2006, and landed a key account that specified Luna PL for over 100 of New York’s most prestigious buildings, including 7 World Trade Center, the first building built at ground-zero since the 9/11 attacks. By the end of 2006, Robert had doubled Luna’s sales. PL suppliers knew

that further growth prospects required additional cities to follow the lead of New York and mandate PL signs in their buildings – however bureaucratic inertia had set in, the new laws weren't passed immediately and the PL industry began to contract. As the New York project wound down and sales volume disappeared, it became clear that Luna Technologies faced a crisis.

Robert determined that the optimum solution would be to merge with a company having additional products to add to Luna's photoluminescent business. Zero Combustion Ltd was another Vancouver start-up with an amazing new technology to sell, a new type of fire extinguisher called an "aerosol generator". Robert negotiated the acquisition of the assets of Luna Technologies by Zero Combustion, and he coined the re-branded company's new name: ARA Safety Inc, after "ara", the Latin word for "protection". The merger protected Luna's core staff and customers from disruption, gave Zero a ready-made team, and allowed Zero to close a \$1.2 million round of financing by adding a new operating unit to the company. Robert was named Chief Operating Officer of the combined enterprise.

In addition to continuing PL sales and marketing, Robert began building the new company, ARA Safety. At the time of the merger, ARA was a simple distributor of foreign made aerosol generators, but had few staff and no products of it's own. Robert recruited key managers including the Director of Sales and Director of Marketing, and began transitioning ARA to become a manufacturer. Marketing was one early success, and the media soon began paying attention to the "Fire Interruption Technology" story. Robert signed the first US distributors, arranged for fulfillment near New York and took control of ARA's compliance with US government regulations. One major challenge: the FIT aerosol generators imported from Europe proved to be defective, so Robert arranged for them to be remanufactured in America prior to sale, at a reasonable cost. It became clear that ARA needed to stop being dependent on foreign suppliers, but the chemical formulas for the aerosol product were patented; Robert negotiated a licensing deal with the only American company that owned patents for aerosol chemistry. All the while, Robert continued to build the PL business, winning a worldwide tender to supply PL to the 'World's Tallest Building', the Burj Dubai. In fact, from 2008-2009 the PL division was responsible for over 40% of sales. Robert also continued his education, studying Operations Strategy at the MIT Sloan School of Management, and serving on the Technical Committee for Fixed Aerosol Generators at the National Fire Protection Association (NFPA), which is the body that writes standards for all aerosol fire extinguisher products. Due to the accomplishments of the team, during Robert's tenure ARA Safety raised over \$5.5 million in new capital in three private placements at ever increasing share prices (\$0.80/sh to \$2.75/sh), not least because gross sales increased by a factor of ten.



In 2008, Robert made a key decision to regain independence and stepped back from ARA Safety, which then eliminated the title "COO". Robert continued in that role as a consultant, while beginning to add other clients to his practice. The goal was to continue filling the key role of very early stage 'business

builder' by finding other innovative new start-ups to help. Today, R. M. Kaul & Associates Inc is consulting for, or negotiating with several new companies from both Canada and the United States. Robert continues to serve on the NFPA Technical Committee, as well as the Green Building Council in New York and the International Code Council, New York City chapter. His companies own numerous trademarks for life safety brands and a patent-pending for a new type of PL powdercoat.

Sales, marketing, branding, publicity, manufacturing, logistics, legal issues, intellectual property, materials science, engineering, finance, networking, government regulation, codes & standards, distribution, rapid growth, team building, networking... a senior executive does not need to be an expert in every one of these areas, but he or she must know enough about each to provide leadership and vision. Robert's career has touched on all these areas of early-stage business operations, and his performance, persistence and passion have enabled him to add extraordinary value as a senior executive and entrepreneur.

Recommendations:

"I have worked with Robert Kaul for 4 years now, first when he represented a supplier, and later when my company retained his company, R. M Kaul & Associates Inc. He's a pleasure to work with, extremely focused and highly persuasive. He has excellent sales skills, including active listening and an ability to devise mutually beneficial solutions. He offers tremendous analytical skills, consistently cutting through complex issues and simplifying them to their basic and most important elements. He is extremely knowledgeable about the fields he works in, and he is uniquely (in my experience) knowledgeable in the field of photoluminescent products. Finally, he's optimistic – he's able to frame difficulties and problems as challenges for which solutions can be found. I thoroughly recommend his firm and I'm happy to continue working with him." September 18, 2009. *Eric Greenberg, President, Green Mountain Graphics*

"Robert is a resourceful, knowledgeable and hardworking executive who brought a lot of skills to a growing organization. His ability to pick up and run with a project to a successful conclusion was of immense benefit to the company," June 15, 2009. *Simon Dorey, CFO, ARA Safety Inc.*

"Robert is a diligent, energetic, and highly effective COO who operates with excellent rapport with his staff. Robert implements strategic plans armed with rigorous research and an amiable approach which is effective in sales as well as general operations." January 14, 2008. *Don Gordon, Co-founder & former CFO, ARA Safety Inc.*

"I hired Robert & iCAT Media to produce my acting website. I am a bit of a perfectionist and was very specific about what I needed in terms of content, although I was flexible with the creativity/layout part. To say I was pleased with the results is an understatement. I loved the site. I was also impressed by Robert (and the team's) professionalism, patience and amiability." December 12, 2007. *Monica Hamburg, Actress and Author*

Additional recommendations available on request, and at Robert's *Linked In Profile*