

## Dean Rosenberg – President and CEO

AIRSIS, Inc. and PortVision

Mr. Rosenberg is responsible for executive leadership of AIRSIS and its PortVision division, including product and service delivery to government and commercial customers across the energy and transportation sectors. He provides technology vision and leadership to AIRSIS employees, clients, and alliance partners.

### Professional Qualifications

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- Chief Executive of a software development company that focuses on Internet-based products and services for the maritime and transportation market sectors.
- Designed, developed, and implemented over 200 integrated enterprise system, with a strong focus on the maritime and energy industries. These products are used by government and commercial customers, including every major oil company.
- Frequent writer and speaker on topics related to marine transportation, Automatic Identification System (AIS), and applying technology to enhance safety, security, and efficiency in the maritime industry
- Founding Chief Technology Officer of SupplyPro Inc., a venture capital-backed company that provides supply chain automation solutions to Fortune 500 organizations.

### Experience

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**1995- Present: AIRSIS, Inc (San Diego, CA) President and CEO**

Responsible for business development, product development, and executive leadership. Oversees the execution of major projects. Provides technology vision and leadership to AIRSIS employees, clients, and alliance partners.

**2006- Present: PortVision, a division of AIRSIS, Inc. (San Diego, CA) President**

Developed the Company's PortVision maritime business intelligence platform, and provided technology vision and leadership throughout the product's life cycle. As of 2014, PortVision has 3,000 government and commercial users, including every major oil company. Regularly interfaces with stakeholders and leaders across the maritime industry to support collaborative initiatives and identify solutions to increase safety, security, and efficiency.

**1998-2002: SupplyPro, Inc. (San Diego, CA) Co-founder and Chief Technology Officer**

Responsible for technology leadership and product vision in this supply chain automation company that serves Fortune 500 customers.

**1987-2005: Businessware and Abaris Technologies (merged with AIRSIS) (San Diego, CA) President and Executive Vice President**

Provided software consulting and web development services for a variety of customers across different industries. Was one of the first web development companies in Southern California

**1989-95: Management Analysis Company (MAC) (Golden, CO) Consultant**

- Managed all software development tasks for major materials' management projects comprising approximately \$10 million dollars in revenue.
- Designed and developed Decision Support Systems for evaluating and prioritizing capital projects associated with the modernization of the US nuclear weapons complex (Department of Energy Headquarters, Washington, DC) and for tracking and managing

nuclear waste at the Nevada Test Site (Department of Energy, Nevada Operations Office).

**1989: Pyxis Corporation (San Diego, CA) Programmer**

Provided programming services to a start-up company that was developing a narcotics dispensing machine for hospitals (Pyxis acquired by Cardinal Health in 1995).

**1985-87: Naval Ocean Systems Center Programmer (now SPAWAR)**

Programmed, tested, and documented a system that modeled and evaluated the effectiveness of mission-critical systems in real time.

## Education

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- BA, Computer Science - University of California, San Diego
- MBA - San Diego State University Executive MBA Program

## Patents/Products

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- U.S. Patent # 7,933, 693 B2, System and method for harvesting business intelligence from maritime communications, issued April 2011
- U.S. Patent # US20020107744 A1, Item dispenser and user interface, issued August 2002

## Published

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- Dean Rosenberg, "Maximizing the business value of AIS", Planet Data, 2007
- Dean Rosenberg, "Secure in ID", Cargo Security International, Dec 2010/Jan 2011, pp 36-38.
- Dean Rosenberg, "Bottom line data for bunkering", Bunkerspot, Dec 2010/Jan 2011, vol 7 pp 36-38.
- Dean Rosenberg, "AIS data intelligence improves security by enhancing maritime domain awareness", Government Security News/Guide to Military, First Responder & Homeland Security Communications, Feb 2011, pp E5.
- Dean Rosenberg, "Using AIS data to improve tanker management, security", Tanker Operator, March 2011, pp 16-18.
- Dean Rosenberg, "Multiple choice", Cargo Security International, Aug/Sept 2011, pp 42
- Dean Rosenberg, "Multi-mode solutions improve fleet visibility while cutting communications costs", Cargo Security International, Sept 2011.
- Dean Rosenberg, "AIS –business optimization tools to help tanker operators", Tanker Operator, October 2012, pp 17-20.
- Dean Rosenberg, DownstreamToday.com, "AIS-Based management Tools Optimize Efficiency, Safety, Productivity, October 3, 2012, [http://www.downstreamtoday.com/news/article.aspx?a\\_id=37375](http://www.downstreamtoday.com/news/article.aspx?a_id=37375)
- Dean Rosenberg, Inland Port magazine, "10 Vessel-Tracking Trends for 2014," March 2014, pp 14-15.

## Other

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- Member of the Board, The Maritime Alliance