



InkTec Zone America Corp.
485 Mass Ave Cambridge, MA 02139

Management Bios

Bill McKenney – President and CEO

Bill is President and CEO of InkTec Zone America Corp. His background includes a blend of big company brand marketing and hands on start-up businesses. He began his career working in advertising for clients such as Tandem Computers, GRiD Systems and PBL Software, executing their advertising and collateral programs. After time out for an MBA, he spent six years in brand management at Kraft and Coors before leading the marketing side of a business turn-around at Vicorp Restaurants. After Vicorp was prepared for acquisition, Bill became one of four founders of the New Internet Computer Company; a Larry Ellison funded Technology Company targeting enterprise and educational customers. As Executive Vice President of Sales, Marketing and Business Development he developed strategic relationships with over thirty technology partners including Sun Microsystems, Citrix Systems and Oracle. He earned his BA from California State University, Stanislaus and his MBA from Harvard.

Charlie Popkin – Chief Financial Officer

Charlie is a seasoned financial professional with experience growing companies in fast paced environments, improving financial performance of troubled enterprises and structuring complex transactions. Prior to establishing Longwood Associates, Charlie was the Chief Financial Officer of The Merallis Company, a technology services firm located in Rocky Hill, CT. Prior to Merallis, Charlie was a founding management member of PQC, Inc., a management services company. Charlie also founded Medical Claims Management (MCM), a practice reimbursement management and consulting firm. Earlier in his career Charlie worked as a Senior Consultant for Price Waterhouse and as Senior Accountant for Deloitte & Touche. He is a CPA, has a B.S. in Accountancy an A.S. in Management from Bentley College and an M.M. in Finance and Business Policy from the J.L. Kellogg School at Northwestern University.

Spencer Lee – Vice President, Sales

With 25 years of experience in the consumer products business, Spencer brings strategic marketing, sales distribution management and new product development skills to the firm. Some highlights of Spencer's career include his role as the Director of Sales for consumer products at Magellan Corporation in 1989, the first manufacturer of portable GPS receivers and affordable in-car navigation systems including the launch of the Hertz Neverlost™ system. He further assisted in the development and marketing of the first Microsoft Pocket PC GPS configuration in 2002. As a consultant since 2003, Spencer provided marketing and brand management services for consumer products companies in multiple consumer channels including electronics, hardware, pharmacy and food. Most recently, Spencer was hired as Director of Sales for the launch in the consumer electronics channel of the first Satellite TV system for automobiles in 2004 for KVH Industries. Spencer now manages his own consulting and independent sales representative business in the consumer products and retail channels.

Alexandra Ramin – Marketing Director

Alexandra comes to InkTec Zone from CCBN, an investor communications infomediary, where she created and implemented strategic marketing plans for the corporate website, communication to clients and prospects, and customer service processes. While completing her Bachelor degree, she interned at Shark Communications, a small advertising agency in Burlington, Vermont, as well as for one of their clients, Chittenden Bank. Alexandra received her B.A. in English from the University of Vermont, with minors in Studio Art and Marketing and her MBA from Boston University, with a concentration in Marketing.

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