

Contact

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Top Skills

Video Games

Management Consulting

Gaming

Languages

French (Limited Working)

English (Native or Bilingual)

Spanish (Professional Working)

Publications

US Patents, 4413260, 4405984

Lawrence Siegel

CEO, Yellow Pearl, Inc.

Greater Los Angeles Area

Summary

I am an effective, hands-on, turn around/start up specialist. I am a capable, no-nonsense, bottom line oriented, management professional. My greatest expertise is negotiations, general management, and all aspects of US and Canadian public company operations. I reside in Southern California and enjoy good health and a broad range of consulting professionals as colleagues. I am an approved manager of ESOP's and have been a court appointed liquidator and trustee. I am available for Board of Director positions with public companies, and can implement strategies and solutions for companies in distress. I have been involved with countless start ups, and can help companies avoid common pitfalls and accelerate growth, while moderating costs. I have taken about a dozen companies public on various exchanges over the last 35 years. I currently serve as a director on several public company boards.

Experience

Yellow Pearl, Inc

President

January 1983 - Present (37 years 6 months)

Greater Los Angeles Area

Yellow Pearl is a 35 year old consulting company. My team and I do executive consulting for an impressive variety of companies. I have served on the boards of directors of many public and private companies. In recent years I expanded my horizons to become a "hands-on" turnaround specialist. I have bolstered my portfolio of skills to include oil, gas, energy, and exploration companies. Clients have included, Sony, Mattel, Scientific Games, Sega, Bally, ThQ, IGT, Konami, Taito, MicroCoal, Targeted Microwave Solutions and countless others.

Targeted Microwave Solutions Inc.

CEO/Director

January 2014 - Present (6 years 6 months)

Vancouver, Canada

Targeted Microwave Solutions is a publicly traded Canadian technology company (TMS-TSX). The backbone of the company is a proprietary patented process which is designed to remove water from industrial minerals, coal, and fuel feedstocks using microwaves. The company had historically suffered from a shortage of capital and weak management, when I was recruited to affect the turnaround. That task was concluded, in Q-2, 2016. A \$5 million pilot plant, replicating a commercial installation, was completed in Virginia, an R+D center was opened Q-1 2016 in suburban Washington D.C., and the company is rapidly moving toward commercialization of it's sophisticated and proprietary materials drying process and pollution abatement technology. After departing as the CEO in June of 2016, I joined the Board of Directors.

Flickback Media, Inc.

Publisher

September 2004 - Present (15 years 10 months)

I am a partner/investor in a publishing company. Products include books, puzzles, playing cards, greeting cards, boxed notes, calendars, coloring books, stickers, DVD's and assorted other paper products. With distribution in such places as Hallmark, Barnes and Noble, Party City, Spenser Gifts, and over 3,000 independent retailers, the company has a strong position in the greeting card and gift industry.

Punch Press Products

CEO

April 2002 - November 2004 (2 years 8 months)

Vernon, CA

Punch Press was a failed ESOP with over 450 full time employees on a 4 acre steel processing and manufacturing facility South of Los Angeles. My task was to stabilize operations, secure fresh financing, and find a buyer who would insure preservation of as many jobs as possible. This was a classic turnaround in heavy industry. In less than three years sales were up, jobs were preserved, customers happy, vendors paid, financing arranged, and a sale concluded. The company is flourishing.

US Digital Communications

CEO

February 1996 - May 1998 (2 years 4 months)

Calabasas, CA

USDI (NASDAQ) was the North American marketing arm for Iridium phones. USDI set up offices, staffed them, and commenced both B to B and B to C marketing and sales efforts coinciding with the launch of satellite phones. The Iridium phone model was seriously flawed, and inhibited by poor service quality, badly designed phones, and noncompetitive pricing. Consequently sales were dismal and the entire operation was shuttered within 18 months of launch. It was a valuable lesson in the telecommunications industry, and a clear warning that even "too big to fail" companies can seriously misjudge technology and markets.

THQ

COO

September 1993 - December 1995 (2 years 4 months)

I was the executive producer for all THQ software products. THQ was a NASDAQ company and my skills in shareholder relations along with communications to the software development community were my primary focus. I was the executive producer of over 100 video games with THQ, and was among the founders of the video game industry in the late 1970's.

Black Pearl, Inc.

President/Owner

July 1992 - September 1993 (1 year 3 months)

Black Pearl was primarily focused on public company interim management. Projects were as diverse as satellite phone companies (U.S. Digital--USDI/NASDAQ)(I was CEO) to heavy metal industrial plants. Black Pearl focused on liquidation, outright sale, or turnaround. One of the companies, THQ, a NASDAQ software developer, later purchased Black Pearl and I was hired on a 2 year consulting agreement. Black Pearl was also involved in overseas lottery activity for such diverse companies as IGT and Bally.

Atari

President

August 1987 - July 1992 (5 years)

San Francisco Bay Area

President of the company. With software development, sales, and manufacturing offices in Chicago, Sunnyvale, Tokyo, Berlin, Taipei, and Singapore, Atari was an American Stock Exchange public company. I was called upon to be the public face of the company for many years. Much of my time was consumed by antitrust litigation and a major new product launch.

During my tenure, I was the executive producer of over 300 video games on several hardware platforms.

Memetron, Inc.

President/Owner

June 1983 - July 1987 (4 years 2 months)

Greater Chicago Area

Memetron was an engineering, and licensing company. Memetron imported Japanese electronic components and wholesaled electronic circuit boards. Memetron operated an engineering office in Tokyo which did product development and software design. Memetron was acquired by Atari in 1987. Core aspects of the business were the importation and sales of a wide variety of gaming and amusement equipment, and the components necessary for their manufacture.

Seeburg

President

September 1979 - May 1983 (3 years 9 months)

Greater Chicago Area

Seeburg manufactured slot machines and jukeboxes in 4 Chicago area plants with over 1200 employees. I was involved in all phases of manufacturing, including union negotiations. Seeburg was a NASDAQ public company and I was actively involved in shareholder relations. ASCAP and BMI were advocating onerous copyright and trademark legislation and I was often in Washington D.C. lobbying legislators for more moderate royalty rates.

Stern Pinball, Inc.

Executive VP

October 1978 - September 1979 (1 year)

I was responsible for pinball and amusement machine sales and marketing operations. Stern's sales were \$125 million with profits of nearly \$30 million. I owned just over 6% of the company and spent much of my tenure travelling to establish international sales and distribution facilities.

WMS Gaming

Director of European Operations

September 1976 - October 1978 (2 years 2 months)

Manchester, United Kingdom

Amusement and gaming product sales and leasing, worldwide. WMS industries is a NYSE public company and I became involved in all facets of

shareholder relations. I was also responsible for P+L responsibility for Europe and became comfortable communicating with the public financial investment community.

SEGA Europe Limited

Managing Director Sega Europe

January 1972 - July 1976 (4 years 7 months)

Sega operated manufacturing plants in Manchester and Madrid. I became familiar with all aspects of manufacturing. Sega is traded on the NIKKI (Japanese) Exchange. I became comfortable with rules, customs and regulations governing Japanese public companies. I started as sales manager, and left as Managing Director of European Operations almost 5 years later. Sega manufactured slot machines, video amusement machines and a wide variety of software products.

Sasol

Project Geologist

March 1970 - January 1972 (1 year 11 months)

Johannesburg Area, South Africa

I performed geologic "remote sensing" analysis in Southern Africa.

Education

UCLA

Bachelor of Arts (B.A.), Bachelor of Science (B.S.), History and Geology/
Geography (special studies) · (1966 - 1970)

University of California, Berkeley

History and Geology · (1969 - 1969)