

## EXECUTIVE PROFILE

# George C. Fassett, Jr., MBA

Businessman, Strategic Business Advisor, and Community Leader — Lean Six Sigma Blackbelt, U.S. Patent Holder

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## 01 · SENIOR EXECUTIVE PROFILE

### Senior Executive Profile: CEO, President

**Areas of Expertise: Executive Management, Corporate Development, Information Technology**

*Credentials: 20+ Years as a CEO; Excellent Track Record of Results; MBA Degree; Six Sigma Lean Black Belt; Six Sigma Champion, U.S. Patent Holder*

A strategic, visionary, and entrepreneurial executive with documented success in company leadership and growth. Experience in leading all aspects of a start-up and advancing its development over 3 decades. Assembled the teams, processes, and tools to create a lean operation that responds resiliently and fluidly to clients. Sharp, intuitive problem solver who is skilled at rectifying issues in early stages. Engaging, high-energy leader who will promote a company effectively to external parties.

Leverage expertise in technology tools to solve mission-critical business problems. Skilled in conducting deep-dive analysis of existing infrastructures, identifying key issues, and devising / executing strategic plans for resolution. Earned high praise from numerous clients for the exceptional value provided to their businesses. Drive collaborative relationships with civic, business, and non-profit leaders.

## CAREER-RELATED EXPERTISE

- Business Development
- Product & Service Management
- Budgeting & Finance
- Fundraising
- Operations Management
- Strategic Partnerships & Alliances
- Cyber-Security
- Marketing & Branding
- Full P&L Accountability
- Long- & Short-Term Strategic Planning
- New Market Penetration
- Client Experience Excellence
- Project Management
- Enterprise Systems

- Cloud Technologies
- New & Emerging Technologies
- Big Data Solutions
- Drove growth of THUMBTECHS to one of the leading IT-business service providers in the Fort Worth region
- Industry leader who created pioneering service solutions that established a model for other companies in the field
- Earned recognition in leading publications, including Fort Worth Business Press & Dallas Business Journal
- Significant contributions to numerous charitable causes in Fort Worth as a pillar of support in the community



*"George is one of the most well-rounded leaders that I have had the pleasure to know... George is highly active and engaged within Fort Worth... he is a committed individual, generous patron, and great businessman with strong values... George Fassett has my highest recommendation..."*

— BETSY PRICE, MAYOR, FORT WORTH, TX

## HIGHLIGHTS



TCU Neeley School of Business  
— Executive MBA, Class of 2007



2015 Samaritan House Spirit of Hope Award



2014 – Present TCU College of Science & Engineering Board Member

## THUMBTECHS Corporation — Fort Worth, TX — 1995-2017

*Provider of managed IT, computer, network, support, voice, data, and fiber services to Tarrant County businesses.*

### CEO / PRESIDENT / FOUNDER

Launched THUMBTECHS in 1995, incorporated the company in 2000, and maintained year-over-year growth throughout tenure. Held full P&L responsibility for the organization, leading a cross-functional team and managing all client relationships. Created and implemented the initial and subsequent annual strategic business plans. Built the IT infrastructure, created all service offerings, and established all policies and procedures. Created a top-performing management and employee team.

Hired, managed, and evaluated all team members, with a focus on empowering employees and developing top performers. Served as the "face" of the company and primary spokesperson to stakeholders, clients, partners, and the general public. Participated in numerous philanthropic and civic activities throughout tenure.

**Key Challenges:** Forming and growing a nascent business with minimal funding and infrastructure; maintaining company's top-of-mind awareness in a heavily saturated market; recruiting and retaining top talent; cementing partnerships with high-profile companies; achieving goal of year-over-year revenue and profit gains within fluctuating economies; and promoting cost-benefit features of THUMBTECHS to price-conscious clients.

#### Start-Up Development & Expansion

Grew start-up THUMBTECHS to become one of the leading managed IT service providers in Tarrant County for small to medium-sized businesses. Identified and penetrated a virtually untapped market to ensure sustained growth.

#### Industry Trendsetting

Created and deployed a business model that became an industry standard, providing managed IT services at a flat monthly budget rate with an uncompromising focus on quality. Conducted extensive research to determine viability of flat rate approach vs. hourly fees.

#### Company Branding & Positioning

Secured favorable placement for THUMBTECHS in local media, including the Dallas Business Journal and Fort Worth Business Press. Established and maintained a strong presence in the local area, positioning THUMBTECHS as a company that gives back generously to the community.

### Strategic Partnerships

Landed partnerships with high-profile corporations, including Microsoft (Silver & Gold Partnered Provider), Lenovo and Dell (one of the largest equipment providers), and Ingram Micro (serves as a critical partner in providing equipment, parts, infrastructure, and outsourcing services).

### Mergers / Acquisitions

Negotiated and acquired Nexus Networks to add data, voice, and fiber cabling as well as infrastructure services to THUMBTECHS' existing service offerings.

### Client Satisfaction & Retention

Built an exceptional record of client loyalty through service excellence, leading to a steady stream of repeat and referral business.

### Team Building & Motivation

Transformed employees into empowered team members who performed above and beyond expectations. Upheld employee retention above the industry average.

## HIGHLIGHTS



2014 Fort Worth Business Press  
40 Under 40 Award



2014 Fort Worth Business Press  
40 Under 40 Feature



Amon G. Carter Downtown  
YMCA

2006-2009 — Board Member  
2010 & 2011 — Board Chairman  
2010 — YMCA Mosaic Award



Homeless Veterans Services of  
Dallas



2007 Profiles in Business

## Professional Experience

### Mebuis Business Advisors — Fort Worth, TX — 1998-Present

*A boutique business consulting group specializing in overcoming organizational, project, or technological challenges by identifying, implementing, and managing strategic change related to those challenges.*

CEO / PRINCIPAL BUSINESS ADVISOR / FOUNDER

Consult with client companies to provide expertise and support for their mission-critical goals. Leverage an entrepreneurial mindset with a pragmatic, dynamic approach to address and resolve client issues. Aid businesses by pinpointing their resource-based advantages and executing a strategy for achievement, including change management and technology initiatives.

#### Business Intelligence & Cyber Security Solutions

Worked with Luther King Capital Management with streamlining 24 disparate information systems into a single business intelligence platform. Centralized all systems and information for improved data visibility, workflow management, metrics, and decision-making.

Advised and helped build Cyber Security solutions as well as threat assessment plans and incident documentation systems for LKCM, ensuring fulfillment of OCIE requirements.

#### Enterprise Solutions Integration

Worked with a worldwide digital signage firm RMG Networks (previously Symon Communications), serving as a consultant, advisor, and implementer for the Salesforce Enterprise platform. Analyzed each business unit and developed new processes to unify departments and BUs.

Delivered finished product over a multi-year process, including discovering and bringing together the entire project management lifecycle, supporting change management and worldwide training into the new system, and migrating data from each BU.

#### Strategic Development Planning & Implementation

Currently working with M. Gale & Associates on strategic planning and execution. Reviewed organizational structure, interviewed all key employees, and reviewed financial statements, current

marketing initiatives, HR functions, and business development activities.

- Delivered a strategic plan and currently implementing key initiatives of the plan, including building growth and value in the business.
- 2018 yielded a 100% growth doubling revenues, and tripling profit.

Currently working with Shartega Systems of Chicago on strategic planning and execution. Built an assessment and plan, currently executing and implementing to include financials, marketing, HR, operational efficiencies, and business development. Built sales playbook, training sales associates and account executives. Increase of 25% growth after first 9 months during 2018.

**Interim Fractional CEO / President**

Worked with Required Team Gear as a strategic advisor which developed into a fractional CEO & President role. Modeled expansion plans and worked with large leading clients on revenue projections related to such expansion. Assisted operational factory floor efficiencies. Fixed bottleneck in Art Department by changing processes and workflows. Worked hand in hand with ERP and Floor Efficiency software systems for integration and factory floor business intelligence & data.

**HIGHLIGHTS**



2005 Dallas Business Journal — EnterpriseZone Article



1999 MCV — The Definitive Electronic Entertainment Business Weekly



1999 — U.S. Patent 6,532,481 Product identifier, catalog and locator system and method. Awarded in 2003.

# Education & Credentials

## Master of Business Administration

Texas Christian University

## Bachelor of Science in Computer Science

Texas Christian University

## Patents

U.S. Patent Holder — Product Identifier, Catalogue and Locator System and Method

## Certifications

Six Sigma Lean Black Belt Professional (LBBP) | Six Sigma Champion Certified (SSCC)

## Professional Affiliations

External Cybersecurity Advisor, Fort Worth Mayor Betsy Price, 2017-Present

External Advisory Board Member, TCU College of Science and Engineering, 2014-Present

External CEO Advisory Board Member, National Football League Players Association (NFLPA) - DFW, 2017-Present

Board Member, Amon J. Carter Jr. Downtown Fort Worth YMCA, 2006-2009

Board Chairperson, Amon J. Carter Jr. Downtown Fort Worth YMCA, 2010-2011

Board Member, Children's Charities of Fort Worth, 2015

- **Fort Worth Civic Leadership** — worked with Mayor Betsy Price on business initiatives in the city that supported young professionals' association and bridging the gap between business and government in Fort Worth. Recently named as an External Cybersecurity Advisor to Mayor Betsy Price.
- **Spiritual Care Network of Tarrant County** — served as the 1st Director of SCN and continues to support the organization on an annual basis. Frequently act as an advisor and advocate for SCN and its Executive Director.
- **Fort Worth Chamber of Commerce** — launched one of the Chamber's first small business network lead groups. Served as the major sponsor of the Chamber's 1st technology publication. Developed, sponsored, and led the Leads Explosion program for 4 years as the Master of Ceremonies (connecting businesses throughout Tarrant and Dallas counties).
- **Additional Organizations** — Veterans Resource Center, 2016; Samaritan House, 2002-Present; Lighthouse for the Blind, 2007-Present; Hope Center for Autism, 2014-Present; Presbyterian Night Shelter, 2010-Present.
- **Samaritan House Spirit of Hope Award, 2015** — awarded for civil, social, and financial contributions to HIV/AIDS, homeless, and veteran communities in Fort Worth.
- **"40 Under 40" Recognition, 2014, Fort Worth Business Press** — prestigious award that recognizes young professionals who are "outstanding in their industries and communities."

- **Mosaic Award — Amon J. Carter Jr. Downtown Fort Worth YMCA & Fort Worth Housing Authority, 2010** — recognized for contributions to the Children’s Center in the Housing Authority.



*“I’ve had the distinct pleasure of knowing George Fassett for twenty years... his leadership, personal commitment to exemplary service, and sincerity with customers and staff alike is always apparent... it is his uncommon belief in sharing the good fortune of his business efforts that sets George apart.”*

— STEVE DUTTON, RETIRED PRESIDENT/CEO, TARRANT COUNTY SAMARITAN HOUSING

## HIGHLIGHTS



**George C. Fassett, Jr.**

CEO / Principal

MEBUIS BUSINESS ADVISORS

Businessman, Cyber Security,

Information Technologies

BS in Computer Science & MBA

## Recommendations & Recognition

Letters of reference and published features are presented as their original scanned documents.

George C. Fassett, Jr., MBA  
*Businessman, Strategic Business Advisor, and Community Leader — Lean Six Sigma Blackbelt*



DALLAS/FORT WORTH  
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[www.mebuis.com](http://www.mebuis.com)



December 28, 2016

To Whom It May Concern:

I would like this letter to serve as recommendation for George Fassett. I've had the pleasure of knowing George and his family for many years. George has exceptional work ethic, and is highly active and engaged within Fort Worth.

George is heavily involved in the Fort Worth community, and we truly appreciate his business acumen and have attended his annual, local business events and seen the results of his faithful support of the city's non-profit organizations. We've also seen first-hand the results of his business- relationship endeavors. Additionally, George has served various city and local organizations and continues to incorporate his strong relationship building skills to further develop efforts in higher education, local business technology, and security initiatives.

In summary, George is one of the most well rounded leaders that I have had the pleasure to know. He is a committed individual, generous patron, and great businessman with strong values.

George Fassett has my highest recommendation for this role. As needed, I would be happy to answer any questions regarding George's recommendation.

Sincerely,

A handwritten signature in black ink, appearing to read "Betsy Price".

Betsy Price  
Mayor

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**BETSY PRICE, MAYOR**

CITY OF FORT WORTH ★ 1000 THROCKMORTON STREET ★ FORT WORTH, TEXAS 76102  
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 817/332-3235  
 MEMO 817/429-8258 FAX 817/332-4630

January 4, 2017

To Whom It May Concern:

It is my pleasure to write this letter of recommendation for Mr. George Fassett. I have had the opportunity to work directly with Mr. Fassett over the past three years, and I can state with confidence that he is a motivated and responsible person with a high degree of integrity.

As Vice President of Information Systems for Luther King Capital Management, I have leveraged Mr. Fassett's knowledge and utilized his skill set in several consulting engagements. He was the project lead responsible for design and development of a system to integrate and streamline disparate systems into a highly functional tool providing a greater level of visibility into our systems/infrastructure and internal processes. Through this project, he developed a business intelligence system deployed on the Salesforce.com platform giving us reporting, workflows, notifications and dashboarding capabilities. Mr. Fassett also brought advice, knowledge, experience, and a unique command bridging executive management with information technologies to assist with the development of Cybersecurity planning and incident reporting. He was able to integrate this into the Salesforce system along with access to our policies and procedures.

I have also had the opportunity to consult with Mr. Fassett on new technologies for critical systems replacement and improvement. I have sought his advice and insight into management of employees, handling of difficult situations, and overcoming issues that his years of experience in the technology field as well as being an executive can provide. He has become an important, effective, and integral part of the team.

Mr. Fassett takes the initiative to identify problems and devise solutions. He has displayed strong communication skills and has the ability to inspire respect and cooperation in teammates. Mr. Fassett also has a keen ability to produce results in the world of business, information systems, and Cybersecurity.

It is for the reasons above that I recommend Mr. Fassett without reservation. If you need any further information about him, please do not hesitate to contact me.

Sincerely,

Pam Presswood  
 Vice President of Information Systems  
 Luther King Capital Management

George C. Fassett, Jr., MBA  
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**SAMARITAN HOUSE™**  
*Where there's a home, there's hope.*

Tarrant County  
Samaritan Housing, Inc.

January 9, 2017

To Whom It May Concern,

I am honored to have the opportunity to write a letter of recommendation for George Fassett. George has been a substantial contributor to the mission of Samaritan House for more than a decade. During that period, he has served as a Samaritan House thought leader and has helped us understand how to give definition to Samaritan House goals and ambitions. His very practical view of the world has helped us to reshape and refine our ideas and his contributions have driven us to higher levels of success. George has also contributed financially to Samaritan House and his constant and consistent financial support has allowed Samaritan House to pursue new ventures and have even greater impact in the Tarrant County community.

George's firm, Thumbtechs, has also provided IT support for Samaritan House for more than a decade. In every instance the quality of support from Thumbtechs has been exemplary. Maintenance support has met our every requirement and technical support, whether remote or at our premise has been prompt and complete. George, through his firm has helped us to avoid potential problems and helped us to define a program to prepare for the IT and telecommunication challenges of the future. He has engaged with us in defining process and system improvements which enhanced the efficiency of Samaritan House personnel while reducing our costs. In this regard, George has acted as an IT expert but also as a confidant and as a friend of Samaritan House.

Last, but certainly not least, I have seen that George is engaged in the Tarrant County community in significant ways. His involvement with various business entities in Fort Worth is evident but his participation at the civic level with other groups is also well known. Whether those groups be at the youth level, efforts to engage young adults in the business world or discussions of civic priorities, George is an active and informed participant. George embodies the essence of a proactive and involved participant in his community.

Thank you for this opportunity to contribute to your understanding of George Fassett and Thumbtechs. Please let me know if I can provide any additional information. Take care.

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U.S. Patent Holder.

### Contact

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### Companies

Mebuis Business Advisors  
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FileKey

