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MICHAEL IRISH, FOUNDER, MANAGING PARTNER, SEDOGRAVITAS

Summary

Strategic leader with 25+ years of experience in senior leadership, technology and innovation, healthcare, longevity, national security other areas. The companies I have founded and lead, create concepts, companies and investments that make the lives of people better and safer at scale. I have founded and led 4 companies to date spanning AI, cyber, quantum, decision-intelligence, predictive analytics and data visualization, biometrics, healthcare, longevity and wargaming. As an executive with Accenture Management Consulting and SedoGravitas Partners (Current Role as Founder and Managing Partner), I have advised and partnered internationally with the Global Fortune 50, and senior government officials in the USA, Singapore, the UAE and 20+ other countries. I am an entrepreneur, market maker, inventor, CEO and thought leader. I have led innovation and new market creation for the likes of Accenture, Oracle/Siebel and many others. Coinventor on issued patents in A.I./machine learning and analytics. Author and keynote speaker in technology, security, cyber, international relations and technology.

Interview with an International Finance, Banking and Family Office Association TV:
https://www.youtube.com/watch?v=wYyAjD8PcoI
Healthcare CEO Keynote address: https://www.youtube.com/watch?v=dfP_oECVqmE

Other than CEO, founder and Chairman, my leadership roles have included leading global strategic management consulting, change management and strategy at scale. Issued patents in predictive analytics and machine learning. I am called on to assist in driving innovation, strategy, business development and new market creation in strategic markets in areas as diverse as defense, healthcare, longevity and blockchain. I have demonstrated the ability to see "over the horizon" and position companies for value creation and growth before the competition. This "skill" was originally cultivated in strategy wargaming for the USA DOD senior-most leadership and the entire 19 agency national security community.

Brands I have built (SedoGravitas & Vivacitas) and held senior roles in:

SedoGravitas Partners

https://sedogravitas.com

I created this company to change the competitive landscape of the USA through changing the way information is collected, decisions are made and tested, and making operational challenges become opportunities that can pivot the fate of companies and the country in the aggregate. The US (public and

private sector) have been capitulating to the demands of quarter-to-quarter thinking and greed chasing and trading advantage away in markets like China and giving our private sector and national leadership away in the process. We are dysfunctional in our corporate leadership practices and decision making and priorities. We will change this. We are doing so by enhancing enterprise and national technology strategy, corporate and government decision-making under pressure, informing and mitigating confusing political/military realities/threats, advising, and driving strategic investments, M&A, strategy, organizational behavior, regulatory and governmental matters and market making.

SedoGravitas seeks to see the unseen and unanticipated and change confusion and ambiguity into transparency and paths for decision-making. We are assisting leaders to digest the incomprehensible and in turn make it understood and manageable for decision makers.

We specialize in discretion, adopting the impossible and intractable as our own for our clients and spinning disaster into gold.

Vivacitas Healthcare

Co-Founder and CEO of Vivacitas Healthcare, Inc. In 4 years, took the company from concept to an award-winning healthcare brand known for innovation, wellness, longevity, and age-mitigation/ disease of aging. Most recently, our team created the go-to-market strategy for a longevity and age reversal product using NMN a precursor to NAD. Before that, we conceptualized and created an analytics, AI and surveillance platform for fall prediction that can identify the probability of falling and trigger an intervention hours or days before a likely event. Created an end-to-end Covid-19 mitigation model. (See website). Started this healthcare company to provide onsite clinics with MD's, nurses and labs inside of senior living communities. https://ih.advfn.com/stock-market/stock-news/79698731/vivacitas-healthcare-selected-for-top-50-healthca

LRS Identity, Inc. (Tascent now NEC)

CEO and Founder of LRS Identity. Created LRS in August 2014 to become the global leader in iris identity at scale. Developed the vision, strategy, and GTM. Led execution of all efforts. Within four months of founding LRS, raised a large "A" Round ($18.5MM), completed an acquisition of a leader in iris & mobile biometric technology, built the leadership team and developed channel relationships with 3M, Accenture and Panasonic. Responsible for all border in-out biometric systems in UAE, Singapore, and many other countries.

Accenture Management Consulting

Accenture's Global Go-to-Market Lead for the Identity and Border Systems Practice in Asia, the Middle East and select high value US clients, including the US State Department and DHS. Number two executive in this global practice. Created new markets and revenue streams in strategic and emerging markets at scale that generated >500MM USD in turnover in ~ <36 months. Operated in "C" suite with public and private sector leaders globally, including Deputy Heads of State of multiple G19 countries. Created the strategy, ecosystem and opportunities for identity, border control, visa and biometric solutions at international scale. Managed and led the diplomatic efforts that made solutions possible in Asia, the

Middle East and North America. Deep expertise in Asia, the Middle East and North America. Routinely advised National Leaders on national security.

In addition to national security, developed and led Accenture's strategy and go to market activities for using strong identity (biometrics and analytics) to mitigate healthcare and other forms of fraud at national scale. Worked with public and private sector leaders in healthcare, law enforcement, government, multiple state legislatures and Offices of the Governor.

Entrepreneur / Silicon Valley Start Up
CEO and Co-Founder of software start-up that commercialized an advanced analytics and data visualization solution using unstructured/big data. Licensed from US DOE. Captured Fortune 100 clients including Cargill, GE, P&G and Toyota within a year of inception.

Siebel Systems (now Oracle)
I was an early member of the Siebel Systems team (1999') charged with creating the defense and intelligence market for the firm. For two or more years, Siebel held the distinction of being the fastest growing company on the planet concurrent with my employment. We grew from ~ 250 employees to ~8000 people during my tenure. I had the privilege of taking purely commercial enterprise applications designed for sales and customer retention and convincing the most conservative agencies in the US federal government (including the CIA and others) that they needed them. I introduced sales force automation to the US Department of Defense Recruiting commands and created >100M USD in revenue. I introduced customer relationship management to the US Intelligence community and led the first classified programs for the company that are still in effect today under the Oracle brand. Oracle purchased Siebel in 2004.

Simulation Technologies, Inc.
Vice President - Conceptualized, established and led a new line of business for the corporation dedicated to anti-terrorism and risk mitigation in the commercial sector. Secured several marquee customers in insurance, media, real estate, banking, professional sports and state and local government.

As the director of strategic business development, I generated more than 30 percent of Washington operations FY '97 and '98 revenue and established a new line of business dedicated to space and information warfare. I worked daily with senior national security leadership on critical national security challenges. Company acquired by Anteon.

All work with/for DOD remains sensitive defense information.

Economic Strategy Institute
Research Associate - Consulted with and advised leaders in the US Congress, White House, US Department of Defense and the intelligence community on matters of trade and technology policy. Authored 2 publications on industry/ government technology collaboration. My publications and Op-Eds were carried by Aviation Week & Space Technology (OP ED Published 9 August 1995), Defense News, Space News and many other outlets.

Inventor/ Patents and Intellectual Property

Named Co-Inventor on 2 Patent GRANTED: Accenture Claims Rework Analytics and Analysis of Object Structures Such as Benefits and Provider Contracts. Nicholas Howell, and Rayid Ghani on the patent with me.

National Security & Military Experience

National Security: Civilian and affiliated advisory roles associated with asymmetric warfare, wargaming, information operations, non-terrestrial warfare and other non-symmetrical threats including anti-terrorism (bio) at senior levels of the US Government and affiliated nation-states. Military: United States Marine Corps, Reserve. Force Reconnaissance Marine, US Navy and Army Special Forces trained diver, parachutist, etc.

Publications and Citations

Author, Technology Exchange, 1995 Co-Authored Air & Space Power in the New Millennium 1997. Between 1997-2000 frequently cited in industry leading publications including: Aviation Week and Space Technology, Defense News, Air Force Times, Technology Transfer Magazine. Wrote Op-Ed on the economy in 2010 for McClatchy Newspapers. Published in Sacramento Bee and elsewhere.

Education

B. A., International Relations, San Francisco State University - Emphasis: Applying nuclear weapons deterrence theory to international trade and technology relations between the United States and key Asian competitors; terrorism and international trade. IR thesis on mitigating the LTTE Threat in Sri Lanka, including unorthodox means and measures. Completed degree requirements in residence with the Economic Strategy Institute in Washington, D.C. where I worked on trade and technology matters with national and international leaders, daily.

Personal

Competitive yacht racer and sailor. Competed in over 100 high level regattas including 10 Rolex Big Boat series and several one design nationals.

- Long distance / ultra-distance trail runner.
- Residence - San Francisco, California.