

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.

CARRIER RELATED EXPERTISE:

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

HIGHLIGHTS:

- 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 – 2007



2015 Samaritan House Spirit of Hope Award



2014 – Present TCU College of Science & Engineering Board Member



PROFESSIONAL EXPERIENCE

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
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



2006-2009 – Amon G. Carter
 Downtown YMCA Board

2010 & 2011 – Amon G.
 Carter Downtown YMCA
 Board Chairman

2010 – YMCA Mosaic Award



Homeless Veterans
 Services of Dallas



2007 Profiles in Business



PROFESSIONAL EXPERIENCE

MEBUIB 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 bottle neck 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 CMV - 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 (LBPP) | 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

Community/Civic Involvement

- 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

Selected Awards & Recognitions

- 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" (<https://www.youtube.com/watch?v=-3A20IdRoHQ>).
- 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



George C. Fassett, Jr.
CEO/Principial
MEBUIBUS BUSINESS
ADVISORS

Businessman,
Cyber Security,
Information
Technologies
BS in Computer
Science & MBA



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,



Betsy Price
Mayor

BETSY PRICE, MAYOR

CITY OF FORT WORTH ★ 1000 THROCKMORTON STREET ★ FORT WORTH, TEXAS 76102
(817) 392-6118 ★ FAX (817) 392-6187

LUTHER KING CAPITAL MANAGEMENT

301 COMMERCE STREET, SUITE 1600
FORT WORTH, TEXAS 76102
817/332-3235
METRO 817/429-6256 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



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.



929 Hemphill Street • Fort Worth, Texas • 76104-3111
(817) 332-6410 • FAX (817) 332-6409 • www.samaritanhouse.org

FROM THE DESK OF
STEPHEN H. DUTTON, ESQ.

January 5, 2017

To Whom It My Concern

Dear Representative:

I've had the distinct pleasure of knowing **George Fassett** for twenty years and, before I took retirement four years ago, worked closely with him on various projects.

As the President and CEO of Tarrant County Samaritan Housing, Inc., I saw him build a successful IT business from the ground up and all the while he continued looking for ways he could benefit many nonprofits and charitable organizations in the community. Our first meeting, he promised to significantly upgrade the ability of our organization to implement technology by donating ten (10) new personal computers and the associated network installation. We were starting out as a nonprofit and his generosity was so impressive to me and my staff. It immediately helped our success and the relationship continues to this day.

Moreover, the continued connections George made in our community only secured the success of his company and enabled him to expand the services he was able to provide our organization and hundreds more. His leadership, personal commitment to exemplary service, and sincerity with customers and staff alike is always apparent.

I believe it is his uncommon belief in sharing the good fortune of his business efforts that sets George apart and I wish him continued success in the years ahead.

Sincerely yours,



244 BISCAYNE BOULEVARD, SUITE 3906, MIAMI, FLORIDA 33132

Tarrant County Spiritual Care Network



*Connecting Faith
and the Community*

January 18, 2017

To Whom It May Concern:

I first met George Fassett five years ago when he expressed interest in the work of the Tarrant County Spiritual Care Network (TCSCN). This interest sprang from work that George was already doing with several other nonprofit organizations in the Fort Worth and Tarrant County Area. Since then, George has been an ardent and consistent supporter of our mission, working diligently to help veterans and those recovering from substance abuse. Not only has George participated in our events but he has provided financial support as well.

During that time I also came to know George personally. He is a dedicated husband to his wife and a committed father to his children. His home life is consistent with the caring nature that George expresses in his community and to his friends, family, and those less fortunate. I am proud to call George my friend.

Finally, George has proven himself to be a strong business leader in our community. An alumnus of Texas Christian University (TCU), George has maintained his relationships with the university and with the business college he attended there. He built his business from “the ground up” through concentrated focus, hard work, and strong business acumen.

I heartily recommend George Fassett to you in any capacity you are considering engaging with him. I am confident that he will be committed and successful at whatever endeavor he attempts.

Charles Luke, Ed.D.
Executive Director – Tarrant County Spiritual Care Network
M: 940-768-8594

Office: 3131 Sanguinet Street – Fort Worth, Texas 76107
Mailing Address: PO Box 100502 – Fort Worth, Texas 76185



How did I get here?

GEORGE FASSETT '98/'07
Founder and CEO, Thumbtechs Corp

2000-PRESENT THUMBTECHS CORP.
"Our breakthrough came right after the tornado that hit downtown Fort Worth. That's why our logo looks like a cross between a thumbtack and a tornado." 

1998-2000 | GFIT
"I started George Fassett IT out of the back of my car. I had some attorneys and small business owners as the first clients. I'd take care of their computers, keep them up to date and working in top condition."

INVOLVEMENT
Fort Worth Chamber of Commerce,
Fort Worth Downtown YMCA, Samaritan House,
TCU College of Science & Engineering
Mosaic Award,
Spirit of Hope Award

1997-01 | FILEKEY/GAMEKEY
"I wrote an algorithm while at TCU that assigns a 'filekey' to a file so it can be located easily. It started as a class project and was supposed to become part of a business. I got a patent for it, but it never became what I hoped."

1991-1997 | RADIOSHACK
"My first computer job as in the mall. I hounded the manager until he hired me. Eventually, the manager wanted to put me through the management program. I got a perfect score on the proficiency exam."

1980s | GREAT AMERICAN GROCERY STORE
"I was a bagger at the store where my dad was the butcher. But before that, I had a couple of paper routes so I could buy computers and software, back when it came on a floppy disc."

SACKETS HARBOR CENTRAL SCHOOL, SACKETS HARBOR, N.Y. CLASS OF 1992
"My dad brought home our first computer when I was 7. I had gotten my Atari 2600 at the age of 4 after I took a great deal of interest in Pong. I tore the PC apart at 12. Also I used the data cassette to record original games as well as modifications to existing games."

TCU BS, COMPUTER SCIENCE, ECONOMICS 1993-1998
"I came to TCU on a Tandy Scholarship, which I read about in the RadioShack company manual. But I applied so late; I missed orientation and arrived during Howdy Week. I only had a single suitcase."

TCU EXECUTIVE MBA 2005-07

WORK EXPERIENCE

EDUCATION

LEO WESSON

Where did your first paycheck come from?

♦ I was a bagger at the Great American Grocery Store in Watertown, N.Y.

What movie influenced you growing up?

♦ *Back To The Future*

What other profession would you like to try?

♦ Video game developer

What's your favorite song?

♦ "Remember When," by Alan Jackson

What's your musical guilty pleasure?

♦ Rock 'n' roll

Tell us about an influential person in your life.

♦ My dad, Pops, who brought home his first computer when I was 4.

When did you know what you wanted to be when you grew up?

♦ I haven't grown up yet.

Tell us about your prop.

♦ Picture of a Carnival Cruise Ship, Magic, because of my love of cruising, on my laptop of course, and a bag of McDonald's because that always makes me happy.

George C. Fassett Jr., 39

THUMBTECHS CORP.

As early as age 7, George Fassett was taking computers apart and putting them back together. His high school teachers in Watertown, N.Y., allowed him to set computer curriculum.

He worked through the ranks at the local RadioShack store from a part-time sales person to the rare RadioShack title of computer specialist to assistant manager and store manager. It was predictable that Fassett would be awarded a scholarship to Texas Christian University in RadioShack's hometown. He arrived in Fort Worth on the train with a single suitcase and has never left.

While at TCU, Fassett started Thumbtechs, a computer management company, out of the back of his car. Now 19 years later, the company employs more than 25 people and Fassett's business model has become an industry standard. Instead of paying by the hour, customers pay a flat monthly fee to ensure smooth operations of their information technology systems without interruptions. "IT that works all the time every time" is our motto," says Fassett, who holds U.S. patents on software he has developed.

Steve Leaman of Leaman Container Inc. says Fassett has built a business that is much needed by small companies like his own.

"Thumbtechs can fully support and keep current our IT infrastructure without having to depend on an internal full-time employee," Leaman says.

Fassett co-wrote an \$80,000 federal HITECH grant for Samaritan House. He sits on the TCU College of Science and Engineering Executive Advisory Board, is past president of the Downtown YMCA, was an original Leads Group Leader for the Fort Worth Chamber of Commerce, and supports Cancer Care Services and the Presbyterian Night Shelter.

"He has made IT available to the little guys like the nonprofits that need assistance with being current," says Patrick Vickner of Samaritan House. "He has provided computers for our residents returning to school and the workplace. During the holidays he has provided food to make sure no family should go without a holiday meal. His commitment doesn't stop there. When we need to keep the heat on, George is there with a check."

Fassett and his wife, Erin, who is working on her doctorate in nursing, have two children, Paige, 7, and Trey, 5. George and Erin share a passion for ocean cruises — they even married on one.

— Betty Dillard

