



Marc Demarest
CEO and Principal
marc@noumenal.com
503.702.4445

Marc Demarest is CEO and Principal of Noumenal, Inc., a private intellectual capital consulting firm based in the Pacific Northwest and the United Kingdom.

Noumenal's clients operate in technology- and intellectual capital-intensive markets in North America, Western and Central Europe, the Middle East, India, Australia and New Zealand.

Noumenal's principals work with senior managers and investors, in the context of long-term principal-only engagements, on all aspects of the intellectual capital development process, from intellectual capital inventory, assessment and analysis, through business planning and product definition and development, to marketplace introduction, channel architecture and implementation, go-to-market, product retirement and asset disposal.

Noumenal has recently provided services to a commercial research, science and technology clients in high technology, nanotechnology, biotechnology and green technology, including: the US Department of Defense, LeadWorks, Scientific Imaging Technologies, PixelVision, NetIQ, Sonetics, INVISTA, StoneFly Networks, nStor, WhereScape, FEI, Xiotech, APX, Earthlink, Labat Anderson, K2 Global Partners, ITM Software, uXComm, Newmerix, TenFold, WireCACHE, GetSatisfaction, Nitro Security, Daticon, Anacom and QAD.

Additionally, Noumenal works routinely with private investors, venture capitalists and private equity firms, and has advised on merger, acquisition and sale transactions in excess of \$250M in recent months.

Prior to founding Noumenal, Demarest was Chairman and CEO of DecisionPoint Applications, Inc., the industry's first provider of packaged enterprise-scale data warehousing software for financial, human resources, manufacturing and distribution analysis. As CEO, he brought the company to market, oversaw the acquisition of the company's first 100 customers and raised \$42M in three funding rounds from a variety of venture and institutional investors including British Telecom, IBM, J&W Seligman and Battery Ventures.

Marc has also held executive positions with The Sales Consultancy, Inc., a high-technology sales and marketing consulting firm based in Dallas, Texas and the United Kingdom; Atlas Telecommunications, a global supplier of value-added network services, where he was GM of the company's AFAX service bureau and AFNET global TCP/IP VAN; and Sequent Computer Systems, Inc., where he was head of Corporate Architecture and Chief Knowledge Officer.

Demarest has also held sales, marketing and engineering positions at IBM and NCR.

Demarest is also a founder of FolioWorks, Inc., a software development company focused on machine-readable textual analysis, and Epigrams, Inc., a multimedia arts collective.

Widely known as the father of data marting, Marc publishes and speaks regularly on topics ranging from knowledge management, analytical applications and decision support systems to IT technology futures and information ethics; selections are available at www.noumenal.com/marc. He holds BA degrees in Political Science and English Literature from Bucknell University in Lewisburg, PA., and an MA from the University of South Carolina. He is a MBA graduate of Stanford University's AEA Executive Institute and the NCR Process Management Institute.

Demarest is an inventor on more than dozen granted or in-process patents in the areas of data warehousing, social network analysis and e-discovery, and is writing a book on decision support systems for Business Experts Press.