

RESUME

For
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INTRODUCTION

I have thoroughly enjoyed two professional careers. *For 18 years*, I participated in various components of our nation's health care system, *ranging from* teaching clinical pharmacy *to* advising members of the U.S. Congress on health matters *to* helping U.S.-based pharmaceutical companies develop marketing data, strategies, and tactics for their products. *For another 26 years*, I have engaged in various aspects of the U.S. franchise industry. My wife and I purchased, built, and sold franchises as a master franchisee. I helped build a U.S. franchise company to national prominence and international recognition, as well as provided consulting services to a very select group of growing franchise companies. Today, I build and train sales teams, provide outsourced sales services, design and implement innovative marketing plans for my clients, and build/train/manage/effective master license/regional franchise programs.

SPECIFIC POSITIONS HELD

Franchise Industry

2012- President, The Riddiough Group (www.theriddioughgroup.com)
2009- 2011 Senior Vice President, Worldwide Development, Decorating Den Systems, Inc
2006-2009 Senior Vice President, Worldwide Development, Max Muscle Sports Nutrition
Managing Partner, KRA Franchising, a franchise consulting business
1999-2009 President, RIDDIOUGH & ASSOCIATES, a franchise consulting business
1993-1999 President, DECORATING SYSTEMS OF THE CAROLINAS, an interior
decorating master franchise, based in North Carolina (2nd time)
1988-1993 Senior Vice-President, DECORATING DEN SYSTEMS, INC, an international
interior decorating franchise company
1986-1988 President, DECORATING SYSTEMS OF THE CAROLINAS, an interior
decorating master franchise, based in North Carolina (1st time)

Health Care Industry

1984-1988 President, RIDDIOUGH & ASSOCIATES, a health care consulting business
1983-1984 Consultant, SYNTEX CORPORATION, an international pharmaceutical company
1981-1983 Director, Policy Analysis, PHARMA, Washington, DC
1978-1981 Senior Policy Analyst, OFFICE OF TECHNOLOGY ASSESSMENT,
U.S. CONGRESS, Washington, DC
1977-1978 Congressional Fellow, OFFICE OF TECHNOLOGY ASSESSMENT,
U.S. CONGRESS, Washington, DC
1976-1977 Visiting Professor, University of Sydney School of Pharmacy, Sydney, Australia
1970-1976 Assistant Clinical Professor, UNIVERSITY OF CALIFORNIA, SCHOOL
OF PHARMACY, San Francisco, CA

EDUCATION

1977 Masters in Public Health, University of California, Berkeley, California
1970 Doctor of Pharmacy, University of California, San Francisco, California
1965 Associate of Arts, Bakersfield Community College, Bakersfield, California

PERSONAL

Age 67, Married (to Linda) for 34 years, 2 Children (Lauren [30] and Christina [42]), 4 grandchildren, 2 dogs.. I live in Northern VA...4 miles from Dulles International Airport.