

## **ITM GROUP**

(ITM Group Social Media Content Production Management Director & Global Business Advisor)

### **David Blaine Van Horn**

#### **BIOGRAPHY**

Dave Van Horn is the Founder, Managing Member, and Chief Development Officer at World Wide Web Wildcatting LLC dba Webwildcatting. His high-tech career spans the globe and includes successful roles in management, market and product development, sales, and as a speculative Entrepreneur. He has won numerous awards and holds several design and utility patents for the US and EU.

Webwildcatting is a digital marketing, web design and app development firm in business since 2003. Since its inception, the company has started and sold 3 SaaS Platform Businesses and won two awards for Entrepreneur of the Year.

Currently Webwildcatting has developed and applied Patents Pending for the MeasureUP! Remote Coaching Platform, a subscription-based behavior modification platform marketed to those who help others make positive changes in their lives. It is unique in that it delivers daily prompts to the client's mobile device, and upon engaging with the prompts, data is collected, calculated, and reported to a "coach," providing the missing link of "evidence-based outcome" which has been difficult and costly to obtain.

Prior to Webwildcatting, Van Horn held the position of Senior Director for Marconi Communications in Warrendale, PA. There he capped a 7-year career in Global Business Development of Telecom Professional Services to world leading communications firms.

Van Horn held the role of Director of Product Development for Telxon Corporation, a global leader in Wi-fi based RFID and Supply Chain tracking equipment. His efforts there resulted not only in record sales and shortened time to market, but he was also awarded several US and EU Patents Pending.

Reaching into the earliest phases of his career, Van Horn led a successful 5-year assignment as a Consultant for Mitsui Petrochemical. He worked closely with Board Level Member Executives to open the US Market for Mitsui's innovative resins for optical disks.

Finally, as the International Marketing Manager for Tandon Computer Corporation, Van Horn was promoted to invigorate the ASEAN/OCEANIA markets for their IBM PC lines. Within 6 months Tandon Singapore was the most profitable segment of the Company's business.

A graduate of Wittenberg University, Van Horn has taken on tough highly technical projects throughout his career. He has worked globally, is proficient in Spanish and French, along with several years of Japanese at Soka University in Malibu CA.

David has been twice recognized by the Business Advisors of Cleveland as their Entrepreneur of the Year. In 2007, he received an award for KidBookInk LLC, a publishing venture that began his foray into self-publishing. He created The Cleveland Writers MeetUP Group, and by helping writers advance in publishing, the ranks have steadily increased to nearly 800 members. In 2014, David co-founded the Cleveland Writers Press, Inc. to bring the Writer Group member's content to market.

In 2015 Dave met ITM Chairman & CEO Jack Craciun III to discuss ITM's interest in obtaining writers for its "The First Dragon™" Global Chinese Cross Cultural Exchange" enterprise. They recognized a powerful mutual benefit for Cleveland Writers Press, Webwildcatting, and ITM to work together, as Van Horn, who recognizes that the powerful global branding and marketing tools of ITM's The First Dragon™ Enterprise could help him achieve his long term global business initiatives, brings digital marketing and high tech application development skills to ITM's deep base of Intellectual Property marketing and financial engineering savvy.