

City of Reno Board or Commission Membership Application

PLEASE BE ADVISED THAT ALL INFORMATION COLLECTED IN THIS APPLICATION IS PART OF THE CITY OF RENO'S PUBLIC RECORD AND IS, UPON REQUEST, AVAILABLE FOR PUBLIC REVIEW.

These positions are limited, in most cases, to residents of the City of Reno. The City Council endeavors to appoint persons who represent all of the various communities within the City of Reno. Please be advised that certain boards and commissions may have professional qualification requirements or require filing of financial statements with the Secretary of State. Contact the City Clerk's office at 775-334-2030 with any questions.

Contact Information				
First Name (Required) *		Middle Name/Initial	Last Name (Required) *	
CRAIG			MACY	
Nick Name/Preferred Name		Email Address (Required) *		Phone Number (Required) *
		CRAIG.MACY@GMAIL.COM		4155180061
Home Address (No PO Box) (Required) *			City	Zip Code
255 N Sierra St Unit 404			(Required) *	(Required) *
			Reno	89501
Ward				
WARD 1				
Business Address			City	Zip Code
325 W Liberty St			Reno	89501
Ward				
Ward 1				

I agree to inform the Reno City Clerk's Office of any contact or address changes.

☒ I Agree (Required) *

Is this a new application, an application for reappointment, or an amendment to an existing application? (Required)
<p>*</p> <p><input checked="" type="radio"/> New Application</p> <p><input type="radio"/> Reappointment</p> <p><input type="radio"/> Amendment</p>

Name of Board or Commission for which you would like to apply: (Required)
<p>*</p> <p>Redevelopment Agency Advisory Board</p>

Explain briefly why you would like to be appointed to this board or commission.

Having been a member of the Reno residential and business community for over 20 years, having resided in both the rural and urban areas of Reno, having served as both a founder and executive of multiple legal and technology companies in Reno, and having played a role in recruiting, supporting, and growing numerous Reno companies, I believe I can bring substantial unbiased knowledge and experience to the mission and responsibilities of the advisory board.

Relevant Education or Training

Juris Doctorate

Are you currently registered to vote in the City of Reno?

☒ Yes

☐ No

Are you 18 or over?

☒ Yes

☐ No

I certify that, to the best of my knowledge, the information I provided in the application is true. If the information provided is false or incomplete, it shall be sufficient cause for disqualification or removal. If appointed, I agree to attend a board or commission orientation session, if applicable, within six months of my appointment. I understand that failure to comply with this requirement will result in automatic removal from the board or commission.

☒ I Agree *

WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW CITY COUNCIL TO CONSIDER CHARACTER, MISCONDUCT, OR COMPETENCE OF PERSON TO BE APPOINTED TO A BOARD, COMMISSION, OR OTHER PUBLIC BODY FOR THE CITY OF RENO

The City Council for the City of Reno will be considering on a future posted agenda your appointment to a board, commission or other public body for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By signing below, it is confirmed that I have been provided notice of the meeting at which my appointment will be considered by City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to hold this appointment and consent to the evaluation of my character and competence by the Reno City Council in a public meeting. Further, the undersigned acknowledges that he may at any time withdraw both this waiver and related application for appointment.

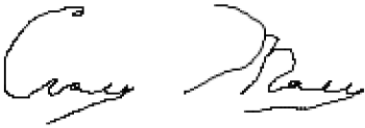
Printed Name of Applicant: *

Craig Macy

Today's Date *

01/14/2025

Signature of Applicant: *



Attach Resume (1)

Document Name	Attachment Type
<u>MACY, CRAIG APPLICATION FOR REDEVELOPMENT AGENCY ADVISORY BOARD (WARD 1) - 1/14/2025</u>	RESUME

CRAIG MACY
255 N. Sierra Street Unit 404
Reno, NV 89501

Phone: (415) 518-0061

Email: craig.macy@gmail.com

EXECUTIVE PROFILE

Over twenty years providing dynamic, focused, and decisive executive leadership and legal guidance for academic institutions, small businesses, technology companies, and emerging growth companies. Proven track record of organizing and leading highly productive and cost-conscious technology companies in a fast-paced, results-driven environment. Industry experience includes Legal, Real Estate, Higher Education, Computer Technology, Software as a Service, Internet of Things, Distributed Ledger, Semiconductor, Life Sciences, Medical Device, Information Technology, Intellectual Property, Gaming, and Arts.

CORE COMPETENCIES AND QUALIFICATIONS

- | | |
|--|--|
| ◆ General corporate legal counsel | ◆ Multi-site/offshore technology operations |
| ◆ Complex contract negotiation | ◆ Mergers and acquisitions |
| ◆ Patent drafting and prosecution | ◆ Channel partner program and contract development |
| ◆ Structuring and negotiating licensing transactions | ◆ Data privacy and security |
| ◆ Intellectual property strategy and management | ◆ Strategic and operational planning |

PROFESSIONAL EXPERIENCE

MACY & PETERS, PLLC – Reno, NV

April 2022 – Present

Macy & Peters is a boutique corporate and intellectual property law practice headquartered in Reno, Nevada providing thoughtful and practical legal counsel and assistance implementing the legal strategies and tactics clients need to increase the value of their companies, secure financing, develop a protectable and dominant market position, and position themselves for exit.

DIRECTOR

- Provided fractional general counsel services to a broad range of clients, including for-profit and non-profit companies, investment funds, and academic and research institutions.
- Served as lead counsel on buy-side and sell-side mergers and acquisitions.
- Collaborated with internal sales teams to develop and implement reseller and partner programs.
- Prepared, reviewed, and negotiated a broad range of both inbound and outbound technology agreements including SaaS agreements, privacy policies, terms of service, end user license agreements, customer contracts, supply chain & manufacturing contracts, product development agreements, consulting agreements, agency agreements, partnership agreements, reseller, referral, and distribution agreements, and licensing and technology transfer agreements.
- Counseled academic and research institutions on matter relating to intellectual property and technology transfer.

STEAM, LLC – Reno, NV

September 2018 – Present

Steam is a boutique corporate and intellectual property law firm focused on advising technology and emerging growth companies globally.

DIRECTOR

- Worked with management, scientists, developers, and product development teams to develop robust intellectual property strategies and portfolios.
- Prepared, filed, and prosecuted patents and trademarks to issuance.

- Managed and counseled clients on domestic and international cybersecurity and data privacy compliance.
- Negotiated complex domestic and international license agreements involving private companies, academic institutions, and government agencies.
- Advised distributed ledger and smart contract technologies and services companies on domestic regulatory compliance matters.

REHEARSAL (Acquired in 2022) & UNDERSTAND.COM – Reno, NV**September 2018 – June 2020**

Rehearsal is a video-based practice platform providing teams a safe place to role-play and develop their communication skill. Understand.com is a digital medical education company dedicated to creating and delivering the most accurate and highest-quality patient education tools available.

GENERAL COUNSEL/HEAD OF GLOBAL PRODUCT OPERATIONS

Recruited to scale and enhance both company's product lines, develop formalized product function, optimize internal product and development processes, manage the product and engineering organizations, serve as in-house counsel.

- Responsible for all legal matters, including management of outside counsel and Serving as lead counsel on the sale of Rehearsal (while serving as fractional general counsel through Steam, LLC).
- Worked with product and engineering teams to ensure product privacy, data security, and global product compliance.
- Led and grew strategic partnerships with various industry content and LMS providers, resulting in multiple strategic initiatives adding significantly to incremental revenue.
- Drove organizational awareness of both specific and general customer requirements, confidentiality requirements, contractual notifications, and company-wide compliance and training with legal requirements.
- Established company vision & 2-year product roadmap transitioning Rehearsal to the industry's first expert system-driven intelligent learning and coaching solution, used globally by fortune 500 companies.
- Engineered and implemented new product, engineering, and QA processes resulting in an increase in new feature releases of over 450% over twelve months.
- Supported the product and engineering teams in identifying and filing patents, researching existing filed patents as part of product development, and ensuring compliance with current contracts for technologies used in the Rehearsal and Understand solutions.

FENNEMORE – Reno, NV**June 2016 – September 2018**

Fennemore is a full-service law firm with over 200 attorneys with office locations in Arizona, Nevada, Colorado, and California.

OF COUNSEL

Recruited to help develop the firm's startup and emerging growth practice in Nevada and Arizona, and build and support the intellectual property practice in Nevada.

- Developed the dominant startup and emerging growth practice in Northern Nevada.
- Grew and developed the Venture Accelerator Program to include over a dozen early-stage companies.
- Served as the firm's only Nevada-resident expert on patent, trademark, copyright, data privacy, and data security matters, supporting attorneys in the firm's Reno, Las Vegas, and Phoenix offices.

HAWS CORPORATION – Sparks, NV**January 2015 – June 2016**

Haws Corporation produces high quality drinking fountains, eyewash stations, & emergency equipment for schools, parks, & commercial applications.

ENTREPRENEUR IN RESIDENCE

Recruited to assist Haws Corporation/Traynor Family Enterprise (TFE) develop and maintain the TFE business portfolio.

- Served as CEO for Onstream, Inc., a TFE portfolio company.
- Negotiated terms for sale of existing semiconductor technology division to outside investors.
- Wound up operations for existing smart mining technology subsidiary.
- Provided intellectual property expertise in support of ongoing business and new product development.
- Advised business leaders in key start up activities such as team formation, strategic marketing, business development, strategic partnering, manufacturing strategy, and fund raising.

HOLLAND & HART LLP – Reno, NV**August 2011 – October 2014**

Holland & Hart LLP delivers integrated legal solutions to regional, national, and international clients of all sizes. Since its inception in 1947, Holland & Hart has grown into a full-service law firm of more than 440 lawyers in 15 offices across the Mountain West and in Washington, D.C.

REGISTERED PATENT ATTORNEY

Recruited to help build the intellectual property legal practice in Northern Nevada.

- Negotiated domestic and international technology licensing agreements.
- Drafted and prosecuted patents in multiple high technology fields.
- Provided technical expertise in support of complex patent litigation.
- Represented multiple clients in the creation, maintenance, and protection of their intellectual property rights.

SYNCRONUS LLC – Reno, NV**January 2006 – August 2011**

Synchronus LLC is a leading provider of managed software design, development and testing services for Independent Software Vendors and corporate IT departments. The Synchronus commitment to the global delivery of end-to-end solutions using proven development methodologies provides top quality products, faster time to market, cost effective execution, and optimized project cycles, allowing clients to focus on their internal core competencies.

PRINCIPAL AND CEO

Established in January of 2006.

- Established a profitable multi-million dollar business in less than 12 months.
- Designed, implemented, and managed IT infrastructure across the Americas for an international gaming console company (Zeebo Inc.).
- Designed, developed and introduced the first out-of-the-box commercial CAD integration (Engineering Data Exchange) integrating Agile Product Lifecycle Management software directly with various CAD solutions.
- Created a novel general contracting model for ISV's, allowing them to outsource their entire end-to-end product development and vendor management to a single partner.

UNIVERSANT CORPORATION (sold in 2008) – Reno, NV**June 2006 – July 2009**

Universant offers Small and Medium Enterprises, Independent Software Vendors, and Value-Added Solution Providers a powerful business software appliance that enables them to design, model, configure, deploy, and maintain branded solutions that are comprehensive, extensible, and best of breed.

FOUNDER AND PRESIDENT

Established in June of 2006 with operations in both the U.S. and China.

- Achieved \$1M in license revenue in less than 24 months.
- Invented and developed the Universant Business Software Server – the first-ever technology to unify and parameterize the entire business components and services layer.
- Received Judges Choice honors for the Virtualization category at the 2008 Under the Radar conference in March of 2008.
- Established strategic partnerships with industry bellwethers including Microsoft and Hewlett Packard.
- Negotiated, structured, and executed an asset sale with a global provider of business software services in 2008.

AGILE SOFTWARE CORPORATION (Acquired by Oracle Corp.) – San Jose, CA April 2004 – December 2005
The leader in Product Lifecycle Management solutions, enabling manufacturers, their customers and suppliers to collaboratively build better, more profitable products in less time than ever before.

VICE PRESIDENT, PRODUCTS AND CUSTOMER CARE

Recruited to develop a product line and to create and manage both a development and customer care organization for a newly-created Small Business Solutions division.

- Consistently reduced Research and Development costs by strategically outsourcing all aspects of product development and by eliminating third-party dependencies, resulting in a reduction in the cost of goods sold from 14% to 3% of license revenue.
- Architected and deployed Agile's first cloud-based solution.
- Managed and supported the growth of the Agile Advantage customer base from 0 to more than 200 production customers in less than 18 months.
- Delivered product, technology and architecture presentations to customers, prospects, financial and industry analysts.
- Participated as a member of the M&A team in the negotiation and facilitation of the acquisition by Oracle Corporation with particular focus on technology transfer.

PIXIM, INC. (Acquired by Sony) – Mountain View, CA

May 2003 – April 2004

A semiconductor and software supplier of imaging systems.

MANAGEMENT CONSULTANT/DIRECTOR, PROGRAM MANAGEMENT

Recruited by the Chairman of the Board of Directors to introduce and implement startup-friendly processes and procedures to ensure the timely and high-quality introduction of the 1.0 DPS chipset and to improve future performance in executing to plan.

- Initiated short-term and long-term strategic models based on historical practices and improved methods.
- Introduced standard software development and quality assurance practices and methodologies based on risk management.
- Implemented a rapid-turnaround approach to providing high quality maintenance deliverables to customers preparing for new product introduction, resulting in a significant reduction in time to market for key accounts.
- Drove transition from a technology-driven company to a customer-focused company.

AGILE SOFTWARE CORPORATION – San Jose, CA

September 1995 – December 2001

The leader in Product Lifecycle Management solutions, enabling manufacturers, their customers, and suppliers to collaboratively build better, more profitable products in less time than ever before.

VICE PRESIDENT, PRODUCT OPERATIONS

January 2001 – December 2001

Promoted to this position to turnaround a troubled development organization. Challenged to restore field and customer confidence in the development organization and product line. Full strategic, operational, and budgetary responsibility for the \$32 million development organization within this \$100 million software company.

- Reorganized and managed a 175-person development organization.
- Reduced 2001 total operating expenses by 25% while shipping 4 major releases in 4 different languages and dramatically increasing overall production (67 deliverables shipped in 2001).
- Initiated and directed a J2EE (Java 2 Enterprise Edition) re-architecture of the Product Collaboration suite.
- Achieved a critical account level of zero and satisfaction rating of 4.25 (5-point scale) for 2001 through a coordinated effort with Customer Support and Field Operations.
- Participated in standardization and development efforts that resulted in the industry adoption of the Product Data eXchange (PDX) standard, which is an XML definition of the content of a product.
- Initiated and delivered a fault-tolerant, clustered server technology capable of supporting more than 50,000 concurrent users.

DIRECTOR, PRODUCT OPERATIONS**January 2000 – January 2001**

This position reported directly to the CEO. Primary focus on owning neglected, yet critical, inter-departmental initiatives and make them successful.

- Launched EMS Direct, Agile's first web service allowing OEMs, EMS providers and component manufacturers to securely package, transmit and manage manufacturing and design data.
- Drafted strategic and technological specifications for MyAgile.com, which became Agile's business-to-business portal.
- Successfully negotiated a technical integration strategy with PartMiner enabling Agile customers to identify new suppliers for hard-to-find materials.
- Responsible for championing the XML integration strategy in early 2000, ultimately resulting in XML becoming the core communication and integration technology for all Agile product lines.
- Created and directed a multi-organizational swat team tasked with rapidly deploying a large-scale, distributed, global system at Dell Computer Corporation, Agile's largest customer deployment at the time.
- Designed and led the development of a system load and stress simulator for validating system boundaries and precisely simulating specific usage scenarios for major accounts.

DIRECTOR, ENGINEERING OPERATIONS**June 1995 – January 2000**

Engineering operations included configuration management, sustaining engineering, and offshore development. Promoted to this position with expanding responsibilities and primary focus on starting overseas development to reduce costs, and improving the creation and delivery of maintenance software for existing customers.

- Initiated and managed an extended development organization based in Quito, Ecuador.
- Designed and managed the development of Agile's automated software update tools.
- Proposed, designed and managed the development of the Agile Systems Management Product suite.
- Designed, configured and managed an instance of Agile Anywhere for internal document change management, release change management and manufacturing inventory control.
- Streamlined and formalized processes involved in the development and delivery of maintenance deliverables, including a tracking system to capture customer specific downloads.

CERTIFICATIONS & LICENSES

State Bar of Nevada (License #12437)

United States Patent and Trademark Office (Registration #68344)

AFFILIATIONS

American Bar Association (2011 to Present)

Nevada Bar Association (2011 to Present)

National Advisory Council, Wichita State University – Wichita, Kansas (2006 to 2022)

College of Engineering Advisory Board, University of Nevada, Reno – Reno, Nevada (2007 to 2020)

EDUCATION

Juris Doctorate, Harvard Law School – Cambridge, MA (1994)

- Specialization in Artificial Intelligence and Legal Reasoning
- Mediator with the Harvard Mediation Program
- Selected to participate in the Berkeley Exchange Program

Bachelor of Arts (Analytic Philosophy), Wichita State University – Wichita, KS (1991)

- Graduated Summa Cum Laude
- Member of Phi Kappa Phi Honor Society
- Member of Golden Key International Honor Society
- President of Phi Sigma Tau Chapter, International Honor Society in Philosophy