



Steven Genuser – General Manager

Biography Summary

With more than 20 years of senior management experience, Mr. Genuser has a diverse background from consumer products to computer electronics industries. His vast business experience includes launching new operating units within large companies, acquisitions and transition management, next stage of growth assignments, and turnaround scenarios.

Mr. Genuser has held senior positions with companies including Brother International, Mattel, Computers International, and Shugart Corporation. His background includes consumer, business to business, and government markets. As a business consultant and member of various boards, Mr. Genuser has assisted in successfully guiding businesses to accelerated performance. In two companies he has driven business units to well over \$500 million. In nearly all cases, Mr. Genuser has accepted assignments that were very entrepreneurial in nature, even within large corporate organizations. His primary focus has been in the areas of sales, marketing, customer service, administration, and operations.

More recently, Mr. Genuser served as Executive Vice President & Chief Operating Officer for OptiStreams Inc., a provider of satellite internet communications equipment and services for fixed-site and mobile applications. Markets served included commercial, government, education, and limited consumer opportunities.

Mr. Genuser attended Pasadena City College and Arizona State University with a major in business administration. He has also been a guest speaker at the business schools of USC, Fresno State, and UC Merced as well as local business groups and community organizations.



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