

# DR. MICHELLE M. TAYLOR

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[www.michelletaylor.com](http://www.michelletaylor.com)

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## CORPORATE DEVELOPMENT

Investor Relations • Funding Development • Public & Private Offerings

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## EXECUTIVE PROFILE

Senior executive offering more than 25 years of experience in finance and marketing. Financial career began as a broker for stocks and commodities. Provided financial planning and marketing services for both new and established companies. Taylor's specialty is finding venture capital, developing private placements and public offerings to finance emerging companies. Has received 13 awards for excellence in leadership over the past 25 years. Thrives on fostering relationships with companies and individuals who aspire to greatness during changing times.

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## PROFESSIONAL EXPERIENCE

### CO-FOUNDER & PARTNER

*Visual Ice Marketing, Inc* ([www.visualicemarketing.com](http://www.visualicemarketing.com))

Visual Ice Marketing, Inc. (VIM) is the marketing subsidiary of Visual Ice, Inc. VIM develops marketing and sales strategy for a revolutionary new in-store advertising medium that employs nanotechnology to create a visual image on glass surfaces through temperature change. Unlike conventional advertising, the promotional image is invisible until the customer opens a freezer or refrigerator door. The shift in temperature created by opening the door produces a frost-like image on the door that appears for two minutes and then disappears, once the door is closed. VIM has the exclusive U.S. marketing rights for this innovative nanotechnology.

### CO-FOUNDER & ADVISORY CONSULTANT

2003--PRESENT

*Mortgage Assistance Corporation ("MAC")* ([www.mac-tx.com](http://www.mac-tx.com))

One of three founders of Mortgage Assistance Corporation, a company that purchases pools of non-performing mortgages throughout the U.S. Oversee the sale of private placement stock, public offerings and capital investments. Foster client relationships with investors and affiliates. Instrumental in the development of the business model and corporate structure, contributing to rapid growth and profitability for the company.

**INDEPENDENT BUSINESS OWNER**

**1991 - PRESENT**

*Taylor Brokerage Company and  
National Marketing and Sales Development Company*

CEO of a marketing and management firm based in Dallas. Provide consulting services to major financial, foodservice, manufacturing and medical companies. Coordinate sales activities of sales representatives throughout the U.S.

**DIRECTOR OF INTERNATIONAL SALES**

**2000 - 2002**

*Estill Medical Tech., Inc.*

Served as the international sales director for a manufacturing firm specializing in medical products.

**FINANCIAL ADVISOR AND STOCK BROKER**

**1986 - 1999**

*H.D. Vest Investment Securities*

Broker for stocks, bonds and commodities. Duties included financial planning and general advisement to new and established businesses. Licensed by the Chicago Board of trade in 1979 and progressed to become a General Securities Principal and Representative. Specialized in working with emerging companies, finding venture capital and developing private placements. Over 1,750 clients in 35 states.

**E D U C A T I O N**

- 2004**      **Doctor of Medicine (Traditional Medicine),** *Medicina Alternativa Institute, Colombo, Sri Lanka*
- 1980**      **BS, Marketing,** *University of Texas, Dallas, TX*
- 1976**      **AA, Business Administration,** *American River College, Sacramento, CA*

**L I C E N S E S**

- 1985**      *General Securities Principal Series 24*
- 1982**      *NASD-NYSE Full registration, General Securities Representative Series 7*
- 1981**      *USASLE Series 63*
- 1979**      *Registered Commodity Representative (Certified) Chicago Board of Trade*

## PROFESSIONAL AWARDS

|             |   |
|-------------|---|
| <b>2001</b> | <i>Working Woman Entrepreneurial Excellence Awards, Nominee</i> |
| <b>1999</b> | <i>Salesperson of the Year Award, Grindmaster Corp.</i>         |
| <b>1998</b> | <i>President's Award, Grindmaster Corp.</i>                     |
| <b>1998</b> | <i>Who's Who in Finance and Industry</i>                        |
| <b>1996</b> | <i>Who's Who In the World</i>                                   |
| <b>1995</b> | <i>President's Award, Grindmaster Corp.</i>                     |
| <b>1992</b> | <i>Who's Who in America</i>                                     |
| <b>1991</b> | <i>International Who's Who of Intellectuals</i>                 |
| <b>1991</b> | <i>2,000 Notable American Women</i>                             |
| <b>1990</b> | <i>Who's Who of American Women</i>                              |
| <b>1989</b> | <i>Who's Who in Professional and Executive Women</i>            |
| <b>1989</b> | <i><b>Working Woman Magazine</b> Woman of the Year</i>          |
| <b>1988</b> | <i>Who's Who of Women Executives</i>                            |

## CLIENTS

### Atrix Labs

Participated in private placement and public offering.

### Clini-Therm Corp.

Participated in private placement and public offering.

### Dean Foods

Sold 6 million pickles in one year to Cinemark Theaters.

### FCI Corporation: formerly Farberware Corporation

Recruited and trained national sales force.

Researched, made recommendations and took cookware to the marketplace.

### Grindmaster Corp.

Salesperson of the Year, \$5 Million

Starbucks, 7-11, Exxon, 8 O'Clock Coffee, Tri Con, Ben E Keith, over 100 accounts and all major food service companies

### International Delight

Researched and recommended aseptic packaging for nondairy creamer.

Recruited and trained national sales force.

Expanded market from ONE customer to world market.

Key accounts: convenience and grocery stores, businesses with contract coffee service

### Mesa Laboratories (MLAB-OTC)

Private equity funding to start company

Self underwriting, sold \$1 Million shares of stock in public offering.

Almost killed me!

Q/Cars Technology, Inc.

Private equity funding to start company  
Public offering

Vipont Pharmaceutical

Makers of Viadent toothpaste and mouthwash  
P & G purchased for \$140 M.  
Participated in private placement and reverse merger.