

WILLIAM BIRDSALL

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PROFESSIONAL SUMMARY

Attorney with a successful career starting and building businesses in a variety of fields including artificial intelligence, medical devices, internet services, entertainment, real estate and finance. He played a significant role in the establishment of Ticketmaster, Inc., where he was founding Executive Vice President and built the company into a world leader in the entertainment industry. Mr. Birdsall has also been a pioneer in the public real estate markets. He was co-founder and chairman of the Board of Host Funding, Inc., a public real estate investment company listed on the NASDAQ stock exchange and chairman and CEO of The Price REIT, a New York Stock Exchange company he co-founded in 1991 with retailer Sol Price. He has had distinguished career in public service as legal counsel to the Interior Committee of the U.S. House of Representatives, counsel to the Joint Oversight Committee for the Office of Technology Assessment, and as Assistant Attorney General for the State of Arizona. Mr. Birdsall is a graduate of the University of Arizona Law School and a member of the Arizona and Colorado Bar Associations.

LinkedIn Profile – <https://www.linkedin.com/in/billbirdsall/>

SKILLS

- Resourceful, proactive, assertive, detail oriented and highly energetic advocate
- Personable, likeable, smart and engaged
- Excellent research, investigation and analytic skills
- Proven ability to make effective decisions and solve problems under pressure.
- Ability to juggle multiple projects and tasks.

WORK HISTORY:

Pearl Inc. • Beverly Hills CA • 2018 – present

CCO

Startup computer software development firm manufacturing medical device software using Artificial Intelligence, computer Vision and Machine learning.

Birdsall & Company • Beverly Hills CA • 1992 – present

Principal

Family Investment.

MicroMed Cardiovascular Inc. • Houston TX • 2008 – 2012

Chairman & CEO

Assembled financing to acquire a publicly traded medical device company and take it private, leading a turnaround, re-engineering and deployment of new product line of cardiovascular devices. Raised \$16 Million in capital from individual private equity investors, VC's, financial institutions, and family offices. Successfully navigated regulatory review and approval process for CE Mark and FDA Approval for Left Ventricular Assist Device (LVAD). Personally, drafted all Articles of Formation, Operating Agreements, Board Resolutions and multinational contracts.

Conquest Software LLC • Durango, CO • 1992 – 2008

Founder, CEO

Founded Software Company providing document management enterprise software systems to state and county governments and mortgage lenders. Raised \$1.2 Million of startup equity. Designed and built internet-based land record filing and search systems for use by banks, attorneys and financial institutions enabling them to do on-line research and investigations using state, county and local government and court records for real estate and financing transactions. Prepared and managed response to all State government RFP's.

The Price REIT • La Jolla, CA • 1989 – 1992 Chairman, President, CEO and CFO

Spearheaded the creation of the first modern mortgage REIT. Co-founded company with Sol Price in 1989 as a vehicle for mortgage funding of shopping center properties, going public in 1991 in the form of a Real Estate Investment Trust trading on the New York Stock Exchange. Grew company from under \$100 million in assets to over \$1 billion at the time of its acquisition by Kimco Realty (NYS:KIM) in 1992.

The Estes Group • Tucson, AZ • 1988 – 1989

Executive Vice President

Regional family owned home builder and land development company. Part of team that developed and built Lowe's Vantaa Canyon Resort and golf community in Tucson AZ.

Ramada Hotels • Phoenix, AZ • 1982 - 1986

Senior Vice President

Hired to assist in turnaround of the company. Managed development and construction of over \$75 million in real estate projects starting with only a \$100K capital investment by the company. Lead a team of architects, contractors, interior designers, and operations specialists in the nationwide development and new construction of Renaissance Hotels. Responsibilities included concept development, site selection, construction, finance and operations. Sold Renaissance Hotels to Marriott Hotels.

Ticketmaster • Phoenix, AZ • 1977 – 1982

Executive Vice President

First Employee of software startup hired by founder Jerry Nelson and software developer Peter Gadwa in Scottsdale AZ. Sold company to Pritzker family. Currently owned by Live Nation with annual sales of \$8 Billion.

State of Arizona • Phoenix, AZ • 1976 - 1977

Assistant Attorney General – Representing State Health Department

Directed the implementation of the Clean Air Act regulations in the State of Arizona on behalf of Attorney General Bruce Babbitt. Responsible for enforcement of environmental standards and prosecutions in state and federal courts.

After leaving the Office of Attorney General, continued to provide mediation services through the Office of the Attorney General for State Agency dispute mediation.

Interior Committee US House of Representatives • Washington, DC • 1974 – 1976

Legal Council

Formulated national strategic plans and initiatives for dealing with complicated national environmental issues as legal counsel to the Joint House and Senate Oversight Committee for the Office of Technology Assessment.

Active in drafting and passing the Clean Air Act on behalf of Chairman Morris K. Udall.

Directed the issues development and communication for the campaign of Mr. Udall to be the Democratic candidate for President.

CAREER NOTES:

- Current Member: State Bar of Arizona and Colorado State Bar Association.
- Former Member: Association of Attorney-Mediators
- Former Member: Association for Conflict Resolution
- Holder of patents in biochemistry and computer technology.
- Past Member Young Presidents Organization, YPO
- Past Member Urban Land Institute
- Multiple Legal papers and publications

VOLUNTERING:

- Scripps Hospital Foundation Board
- Better Business dispute Arbitration
- The Work of Byron Katie
- Conflict Resolution Arizona Office of Attorney General

EDUCATION**Post Graduate Studies in Mediation & Negotiation PON**

Harvard University Law School, Cambridge, MA

Straus Institute for Dispute Resolution

Pepperdine University School of Law, CA

Juris Doctorate JD

University of Arizona Tucson, AZ

Editor Arizona Law Review

Bachelor of Arts in History

Oakland University, Rochester, MI