



## WHO WE ARE

Founded in 2013, Longbow Innovations is a strategic advisory firm that operates across all constituencies in technology including companies, investors, universities and government. Founded and led by technology veteran Ron Van Dell, the advisory practice utilizes his proven track record of creating value for stakeholders in early-stage, turn-around and larger scale technology businesses. Longbow specializes in clients within the energy/renewables, communications and networking, power components/systems sectors.

## WHAT WE DO

Our services include developing corporate strategies, competitive positioning, technology roadmaps, organizational design; providing strategic counsel on fundraising, M&A, corporate restructuring and strategic partnerships; and we will serve as an advisor or board member for public or private enterprises.

We work with a number of universities across the U.S., where we are engaged in a variety of entrepreneurship programs, technology transfer projects and commercialization of technologies into products.

Our work with local and state government is principally in areas of economic development and energy policy combined with technology/research planning.

## OUR EXPERIENCE

We have a broad range of experiences within the semiconductors and electronics segments, including but not limited to:

- Power
- Communications
- Computing
- Industrial Control
- Electrical Distribution
- Clean Tech
- Micro Grids
- Smart Homes/Connected Devices

## ABOUT THE FOUNDER

Ron Van Dell's extensive expertise has been built via leadership roles in several industry-leading category development and technology substitution successes across power, communications/computing and renewable energy segments. These include the first smart power IC, as well as building and managing the teams responsible for developing and revolutionizing WiFi and AC solar module technologies.

## HEADQUARTERS

### Longbow Innovations, LLC

P.O. Box 163595

Austin, Texas 78716

P 512.574.1796

<http://www.longbow-innovations.com>

Twitter: @LongbowInnovate

## FOUNDED

2013

## OUR SERVICES

- Corporate Strategies
- Competitive Positioning
- Technology Roadmaps
- Strategic Counsel Including:
  - Fundraising
  - M&A
  - Corporate Restructuring
  - Strategic Partnerships
- Serve in Interim C-Level Positions
- Serve on Advisory Committees
- Serve as a Board Director
- Technology Transfer Projects
- Commercialization of Technology

## LEADERSHIP

### Ron Van Dell

Founder and President

[ron@longbow-innovations.com](mailto:ron@longbow-innovations.com)

P 512.426.5563

## MEDIA CONTACT

### Stacey Gaswirth

Sunwest Communications

[sgaswirth@sunwestpr.com](mailto:sgaswirth@sunwestpr.com)

P 214.373.1601