

JOHN MCMAHON

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| PROFESSIONAL SUMMARY

Forward-thinking senior executive with a proven track record of product development, market development and team development. Focused on profit maximization by offering the best customer service and hospitality.

| WORK HISTORY

Door County Brewing Co., LLC. - Founder/Managing Partner

Baileys Harbor, WI • 12/2012 - Current

Founded DCBC, LLC. along with my family in 2012 and have grown the brand to include Door County Brewing Co. Taproom & Music Hall, Hacienda Beer Co., Hacienda Beer Co. North Ave., Hacienda Coffee Co.

Hewlett-Packard Company - District Manager

Milwaukee, WI • 10/2011 - 01/2014

Responsible for Enterprise Sales & Engineering for Wisconsin & Minnesota Commercial and Education Accounts.

Audinate - Sr. VP Worldwide Sales & Engineering

Sidney, Australia • 08/2009 - 02/2011

Responsible for Sales & Support to global A/V OEMs. Audinate offers patent pending networking solution called Dante™ which makes digital media networking easy. Dante provides high performance digital media networking over Ethernet that meets quality and performance requirements of professional live sound, AV installations and broadcast plus recording systems. Audinate's solution has been licensed by customers across the AV industry and can be found in installations and live sound applications globally. The Dante networking solution, Dante-MY16-AUD, was recognized by EDN and won the 2009 EDN Innovation award in Australia for Best Application for Field Programmable Logic.

Audinate was the first spin-out company of National ICT Australia (NICTA). It was founded in 2006 after more than 3 years of intensive research and development by the company's founders, all leading computer networking experts, to find a solution to the problem of transporting high quality audio and media over standard multi-use TCP/IP computer networks.

Network Engineering Technology - Chief Operating Officer

Madison, WI • 06/2008 - 12/2009

P&L responsibilities for all aspects of NET's Business Development, Product Development, Marketing and Solutions Delivery activities.

| SKILLS

Leadership
Process & Procedure
Event Programming
Team Development
Market Expansion & Growth
Customer Service & Hospitality

| EDUCATION

Texas Tech University

Lubbock, TX • 1983

Marketing

University of Chicago, Booth School of Business

Chicago, IL

Business Management

Polycom Inc. - Vice President-North America

Pleasanton, CA • 04/2003 - 04/2008

Responsible for US Sales into segmented markets: National Accounts, Commercial Accounts and GEM (Gov't., Education and Medical). 9

Direct Reports \$300m in Revenues. Matrix management responsibilities for Channel Organization.

Avall Networks - Vice President-North America

Ann Arbor, MI • 01/2001 - 07/2002

CopperCom - Vice President-Strategic Accounts

San Jose, CA • 03/1999 - 12/2000

Cisco - Sr. Account Manager

Chicago, IL • 12/1989 - 10/1996