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## About CanDoGo

### Our Product

CanDoGo™ is a sales productivity tool that helps salespeople close more sales -- and close them faster. By receiving timely advice from world-renowned experts, CanDoGo™ users work smarter, faster and more efficiently.

CanDoGo™ has exclusive access to text, audio and video content from more than 140 noted authors and trainers, including Zig Ziglar, Tom Hopkins, Brian Tracy, Tony Parinello, Dr. Charles Brennan, Jill Konrath, Andrea Sittig-Rolf, Tony Jeary and Dr. Denis Waitley. CanDoGo™ transforms these experts' content into brief CanDoGo Insights™ for delivery to subscribers using the company's website.

CanDoGo Insights™ are packed with timely "how to" sales, personal development and motivational advice that answers questions and solves immediate business challenges. CanDoGo Insights™ reinforce traditional training programs by enabling salespeople to compete more effectively in today's fast-paced business environment.

### Our Leaders

**Michael Norton** - Founder and CEO, draws upon more than 20 years of sales, management, business development, customer service, operations and entrepreneurial experience. Michael brings real-world knowledge and expertise into each event he facilitates. Before creating CanDoGo in 2006, Michael worked with such top-performing companies as Cardinal Health, Siemens, Dial Corporation, 7-Up Bottling Company, WebMD and many others. From 1998 through 2001, Michael served as founder and CEO of SalesRepsOnline.com, a web application designed and built for sales effectiveness and growth strategies.

**Ed Daniels** - President and COO, is a "serial entrepreneur" who, throughout his career, has assisted companies in startup, development stage and transitional growth situations. Before joining CanDoGo, Ed was the Chief Executive Officer of RMD Networks, Inc., a provider of secure online communications solutions that connect patients, physicians, specialists, care providers, payers and pharmaceutical companies together. He previously was Vice President of Operations and Corporate Integration at Verucity, a privately held telecommunications company, after serving as President and Chief Operating Officer of SalesRepsOnline, Inc.

**Larry McClymonds** - Vice President of Sales, is a results-driven senior manager with over 25 years of achievement in sales and business development. Before joining CanDoGo, Larry was Founder and Vice President at Outsource Information Technology Corp., a custom software development company. He previously was Director of Sales and Marketing at Stanley Aviation and served as Director of Sales

at Corrosion Specialists, Ltd.

**Paul Simon** - Content Manager, is a former newspaper reporter, Associated Press bureau chief and editor at The Denver Post who has spent his working life marveling over the power of words. From 2000 through 2001 he built and managed the content library for SalesRepsOnline.com and for Sales.com after it purchased SalesRepsOnline.

**JoAnn Beane** - Director of Finance and Administration, has worked with start-up companies for the past 25 years. JoAnn brings to CanDoGo finance, human resource and early-company development expertise gained at RMD Networks, Inc., Vercuity, Digital Reliance, SalesRepsOnline.com, Navix Diagnostics, NMC Diagnostic Services, Mediq and Dynamic Diagnostics.

**Adam Bialek** - Product Manager, has created software, web-delivered products and online marketing programs for the past 12 years with startup companies like Intuitect, MallNetworks, Helium.com, Risk Management Foundation and VIS Corporation. He has a passion for creating intuitive and useful websites, and is never afraid to roll up his sleeves and write code or copy until the sun comes up.

## Board of Directors

**Jim Dickie**, Managing Partner, CSO Insights

**Craig Tobin**, Executive Director, Accenture

**Scott Walchek**, Managing General Partner, Integrity Solutions

**Tom Ziglar**, Chief Executive Officer, Ziglar Corporation

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