

## **Segway Executive Team**

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### **James Norrod, President and Chief Executive Officer**

Jim Norrod was appointed as President and CEO of Segway Inc. in March 2005. At Segway, he applies his extensive experience in building technology companies and developing new markets to leverage the company's core technologies and expand into new product categories. Jim also serves as a member of the Segway board of directors.

Jim came to Segway with 25 years of experience with technology companies. Prior to joining Segway, he was chairman, president and CEO of Narad Networks a provider of business broadband solutions. Prior to that, he founded Xanoptix, Inc. in 2000 and served as its chairman until 2003.

In 1993 Jim was appointed president and CEO of Octocom Systems, Inc., which later merged with Telebit Corporation, a publicly traded dial-up network company. Jim was president and CEO of Telebit until Cisco Systems, Inc. acquired it in 1996. Jim began his career with IBM as a sales executive and subsequently held senior management roles with a variety of technology companies.

Jim has a bachelor of science in economics from Oakland University and a master's in business administration from the University of Detroit.

### **Brian Cohen, Chief Financial Officer**

Brian Cohen joined Segway in 2005 as Chief Financial Officer. He is responsible for managing the finance, information technology, legal, operations and human resources functions at Segway.

Brian has 20 years experience in financial leadership at high-tech companies prior to joining Segway. Brian served as CFO for PHT Corporation, a provider of advanced information technology solutions for the pharmaceutical industry. His background also includes CFO positions at technology companies including Telebit, Yantra and WebLine Communications. He managed the merger and acquisition process of Telebit and WebLine by Cisco Systems, Inc. He began his career at Price Waterhouse.

Brian is a certified public accountant and holds a bachelor of science in accounting from the State University of New York at Oswego.

### **J. Douglas Field, Chief Technology Officer, Vice President of Design & Engineering**

As the Vice President of Design and Engineering and Chief Technology Officer for Segway, Doug leads some of the most talented engineers and designers in the world in the conception, development, and delivery of radically new forms of transportation. Doug's team is wholly responsible for the development of the Segway® Personal Transporter (PT) as well as all the research and development of future Segway products.

Doug's career of managing and developing new products and manufacturing processes for the automotive and medical industries led him to DEKA Research & Development in 1996. He worked at DEKA for several years leading the prototype design and overall technical leadership for the INDEPENDENCE™ IBOT™ Mobility System. Prior to that he was the manager of process development for Johnson & Johnson Medical, Inc. where he led the introduction of advanced manufacturing processes for high-volume medical device production. Earlier in his career, Doug was a vehicle development engineer and team leader at Ford Motor Company, focusing on the development of ride, handling, and noise and vibration characteristics on several car platforms.

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Doug was a fellow in the dual degree Leaders for Manufacturing Program, a partnership between the MIT School of Engineering, the MIT Sloan School of Management, and major U.S. manufacturing firms, where he earned a masters degree in mechanical engineering and a master's in business administration.

He attended Purdue University for his undergraduate education, where he received a bachelor's of science in mechanical engineering with highest distinction. Purdue named Doug an "Old Master" in 2004. Chosen by a committee of twelve Purdue students and faculty advisors, an Old Master is an exceptional person who has made significant contributions to his or her own field.

**Jason Barton, Vice President Global Sales**

Jason Barton was appointed vice president of North America sales in 2005 and took on responsibility for global sales in 2007. In his role at Segway Jason applies his expertise in building successful and dynamic sales organizations while managing multiple sales channels. He is responsible for all sales efforts in North America and for the development of sustainable commercial and government sales businesses.

Jason has experience leading sales organizations in the U.S., as well as in Europe, and joins Segway from Palm Inc. where he held progressive sales positions. Prior to joining Segway he served as Palm's U.S. enterprise sales director where he led the business and federal sales organization and created a successful vertical markets sales team. He has managed Enterprise sales at MCI/WorldCom and led the UK sales and marketing organization for Precor Inc., a U.S.-based manufacturer of sports and fitness equipment.

Jason earned a Bachelor of Arts degree in business and sports science from the University of Wales in the U.K.

**Claude Le Blond, Vice President of International Business**

As Vice President of International Business, Claude LeBlond is responsible for cultivating markets outside of North America, establishing distributors and direct retail channels abroad and managing regulatory efforts overseas.

Claude came to Segway from Gen-X Sports, a Canadian-based designer and manufacturer of sporting equipment, where he served as General Manager of the International Division since 2000. Under his leadership, international sales grew from \$3 million to \$17 million annually. Prior to that, Claude worked at Nike/Bauer as the Director of International Sales. As he expanded the company's international presence, Claude excelled to Vice President and General Manager of Nike/Bauer's European and International markets. During his four years with the company, international sales increased by 35 percent and the company more than tripled its international representation.

He began his career in product management, and marketing and advertising for sports equipment manufacturers, including Sport Dinaco and Raichle Sportschuhe AG (Raichle). He has also owned his own consulting agency. A native Canadian, Claude earned a diploma in Law from Collège d'enseignement general et professionnel, Montreal, Canada. He is currently based in La Tour-de-Peilz, Switzerland.

**Philip LeMay, Vice President of Engineering**

Phil was one of the first engineers to join Segway during the original development phase of the Segway PT. At Segway Phil has held prominent engineering positions, such as electrical engineering manager and director, and was most recently appointed to the executive team as Vice President of Engineering in early 2007. In this role, Phil manages a talented product development team and oversees the research, design and construction of all of the company's current and future personal transporter products.

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Phil came to Segway from Lear Corporation, one of the world's largest suppliers of automotive systems and components, where he last served as the Advanced Electronics Manager. Prior to that, he held progressive engineering positions and gained experience in mechatronic, electronic and photonic technologies at the United Technologies Research Center in East Hartford, Conn.

Phil earned an associate of science and a bachelor of science in electrical engineering from Hartford State Technical College and the University of Connecticut, respectively.

**Ronald K. Reich, Vice President of Operations**

Ron Reich was appointed as Vice President of Operations at Segway Inc. in late 2006. In his role, Ron supervises the manufacturing, materials, supply chain, facilities and quality sectors at Segway Inc

Ron was one of the first engineers to join the Segway product development team serving as manager, and then director, of mechanical design engineering for seven years. In these roles he oversaw the cross functional projects program as well as the mechanical design of the Segway PT and its power base.

Prior to joining Segway, Ron was the advanced door systems manager at Lear Corporation. He previously held engineering positions at Nelson Metal Products Corporation, Keeler Brass Automotive, and Johnson Controls Inc. Ron's research in sensors which utilize amorphous metals helped form the basis for a joint venture company, Identitech. Ron began his career at Ford Motor Company.

Reich has a bachelor of science in mechanical engineering technology from Fairleigh Dickinson University.

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