

**Paul A. Friedman, PhD.**  
**Co-Founder and President-Fashionshare Technologies Corp.**

Dr. Paul A. Friedman is the Co- Founder and President of Fashionware Technologies Corp., the leading developer of product lifecycle management software for the fashion industry. Fashionware Technologies Corp.'s breakthrough product is Fashionshare<sup>®</sup>, a scalable web-based solution that allows merchandisers, designers, sourcing managers, vendors, suppliers and retailers to collaborate on fashion product development and manufacturing to deliver quality products on time and within budget, efficiently and cost effectively. Dr. Friedman is also a Professor at LIM-The College for the Business of Fashion, where he is teaching Product Development. Fashionshare<sup>®</sup> is used in the LIM course, Applied Fashion Merchandising.

Prior to founding Fashionware, Dr. Friedman was associated for 25 years with his family's \$150 million global outerwear manufacturing and marketing company, S. Rothschild & Co., serving most recently as Executive Vice President and Chief Operating Officer. Rothschild produces its proprietary brands, Larry Levine, L.L. Collezioni and Macintosh; a top tier stable of licensees including Via Spiga, Elie Tahari, L.E.I., Tommy Hilfiger and DKNY and numerous private label labels. While at S. Rothschild, Dr. Friedman was involved in every aspect of the business, including merchandising and design, product development and production, manufacturing and logistics, importation and distribution, business systems, process and information technology and knowledge management and best practices. Dr. Friedman oversaw the company's entire design, manufacturing and delivery operations which include on- site workshops and company- owned factories allowing editing of styles at any point in the production processes in order to ensure its customers a finely- tuned and highly- crafted product. Dr. Friedman has successfully tested Fashionshare<sup>®</sup> at S. Rothschild and with several of S. Rothschild's suppliers.

Prior to joining S. Rothschild & Co., Dr. Friedman was a Research Associate in the Department of Pharmacology at Case Western Reserve University and a Post-Doctoral Research Associate in the Biology Department at the University of Notre Dame. He holds a PhD. in Plant Pathology from the University of California, Riverside; an MS. in Plant Pathology from the University of Massachusetts, Amherst, and a B.A. from Colgate University.

He is a member of the American Apparel and Footwear Association.