

Laurence O. McKinney
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Laurence O. McKinney, a professional manager with over 35 years of experience in corporate startups, serves as Managing Partner of McKinney & Company. Providing specialized services to diverse organizations with requirements for executive level assistance, his clients have included profit and non-profit companies, educational institutions, and government agencies in the United States, Canada, Germany, The Philippines, India, and Nepal. McKinney & Company concentrates in areas of corporate communications, project management, market research, and strategic planning.

Mr. McKinney received his BA with honors from Harvard College (1966) and MBA from the Harvard Business School (1969). He also attended Harvard Divinity School and The University of North Carolina. He speaks basic Spanish, German and Nepali.

1978-Present **McKinney & Company** **Arlington, MA**
Clients have included Raytheon Corporation, BMW of America, American Optical, Law Offices of James Sokolove, International Telephone & Telegraph, PowerSoft (SyBase), Frank Hubbard Harpsichords, Harvard University, Harbridge House, Howard Johnson's Corporation, *New Age Magazine*, Houghton-Mifflin, Integrated Planning Inc., Perdue Pharma Corp., Internet Solutions, Inc., Dabur India Ltd. (India), Soller Publishing Co. (Manila), Ghorka Ayurved Inc. (Nepal)

Management Experience

1996-Present **First Website Company, LLC** **Arlington, MA**
President. Design and content for small businesses and specific demographic affinity groups. Website services, website marketing, designs software tools. Proprietary sites include: **EverythingHarvard.com, OilofTara.com, ThinkAboutIt.org.**

1985 -1994 **Cambridge Pharmaceutical Laboratories** **Cambridge, MA**
President. Specialty pharmaceutical company. Assembled investor base, raised seed capital, set up local office, managed local and overseas contracts, interfaced with FDA and other government agencies. Now serving as DBA for Tara skin care line.

1982-1985 **Professional Learning Corporation** **Boston, MA**
Vice President. Produced seminars and tests for management communication and stress management in organizations. Generated prospectus, contributed to seminar design, directed marketing efforts, also was presenter.

1978-80 **First Watersign Corporation** **Cambridge, MA**
President. Consumer appliance firm. Obtained process patent. Assembled investor base, generated prospectus, contributed to product design, oversaw production and marketing planning. Seed capital of \$50,000 to \$175,000 first year sales.

1974-78 **University Antiquaries** **Cambridge, MA**
President. Generated prospectus, assembled investors to market an antique glassware collection acquired from Harvard University through specialty retail, print media, and direct mail channels. \$40,000 acquisition to \$250,000 in sales.

- 1970-74 **The Creative Learning Group** **Cambridge, MA**
 President. Multi-media publishing firm in ecology, ESL, and substance abuse areas. Helped generate prospectus, designed products, managed startup and DOD contracts. Customers included school systems nationwide, commercial clients, the U. S. Navy, the U.S. Army (videocassettes). Sales to \$540,000 in second year.
- 1964-68 **Surf City Systems Inc.** **Orleans, MA**
 Seasonal business operated while at college. Surfing equipment sales and rentals, growing to three owned and three franchised locations. Local and national advertising, PR, management. Fiberglass composites. Approx. \$25,000 during best summer (1967).

Education and Training

- 1967-69 **Harvard Business School** **Boston, MA**
 MBA, 1969. Marketing, Technological Innovation, Strategic Planning. Contributed to Ryder Systems original 1-Way strategy (with surf shop rental data). Served on the 25th, 30th and 35th Reunion Committees, Section Correspondent, HBSAA Board nominee.
- 1962-66 **Harvard College** **Cambridge, MA**
 BA (Cum Laude) in 1966. English and Psychology. Treasurer, *Harvard Art Review*, Publisher., *Quincy Drama Review*, lead guitar for early rock band. Painted Hasty Pudding sets with Stockard Channing, watched Gov. Bill Weld dance in the chorus line.
- 1976-77 **Harvard Divinity School** **Cambridge, MA**
 Special student. Graduate work in New Testament, world religions. Studied under Harvey Cox, George W. MacRae, Richard Reinholdt Niebuhr.
- 1966-67 **University of North Carolina** **Greensboro, NC**
 Graduate work in Fine Arts (writing). Course assistant in English, expository writing.

- Columns **Asia Business Journal** **Boston, MA**
 “*Insights for Outsiders*” (collected at **ThinkAboutIt.org**). A series providing insights when doing business in Asia. “*The Star System*” for **ADEAST**, New England monthly.

Other Activities

- 1981-Present **American Institute for Mindfulness** **Cambridge, MA**
 Director (1981-88), President, (1988-Present). Educational, charitable non-profit institute. Lectures, courses, concerts and activities relating to Western and South Asian humanitarian and cultural topics. Also served as *Field Ministry Supervisor* for Harvard Divinity School (1988-89). *Guest lecturer*, Emerson College, Tufts University. Website at **ThinkAboutIt.org**. Published **Neurotheology: Virtual Religion in the 21st Century**.
- Awards and Honors **Quincy Arts Festival**: 1st Prize, writing, 2nd Prize, painting. **City of Birmingham Alabama**: Key to the City **Narcotic Enforcement Officers**, Certificate of Appreciation; **Harvard Entrepreneurs**, Honorary Lifetime Membership; **Arthur Young Services**, Entrepreneur of the Year Finalist; **Writer’s Magazine** Honorable Mention, First Book (1996); **Harvard Business School Alumni Association**, Exec. Board Nominee (2004) Precinct Chairman, Arlington Town Meeting.
- Patents: “*Method and Apparatus for Treatment of Plant Materials*” Controlled decarboxylation for solvent extraction of pharmaceutical cannabinoids. Development partner: Perdue Pharma. Member, **ICRS** International Cannabis Research Society.