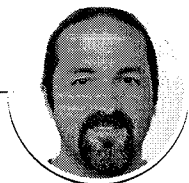


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### Tony Norman

Inventor/Entrepreneur, Co-Founder, President & CEO of Innovation First International

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Tony Norman is Co-Founder, President and Chief Executive Officer of Innovation First International (IFI). He has a background in electrical engineering, an insatiable entrepreneurial spirit, and a passion for innovating the design, manufacturing, production, and distribution process. He is the inventor with more than 60 patents worldwide. Tony provides global leadership to position the 175 person company at the forefront of the robotics education, consumer toys, and computer server racking industry.

The engineering driven company's high-tech growth story is a result of the success of its three main subsidiaries, VEX Robotics, Inc., Innovation First Labs, Inc. (makers of HEXBUG® Micro Robotic Creatures), and RackSolutions, Inc.

In addition to setting and managing the overall direction of the company, Tony is responsible for driving revenue, profitability and growth across the company's six offices located on three continents. He oversees company operations to insure production efficiency, quality, service, and cost-effective management of resources, in addition to P&L accountability.

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#### Contact and Personal Info

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President, co-founder at FoodS  
Technologies LLC

**Eric Li**  
Owner, Silliconcore Technology,

**Alexander Delnik**  
CEO at Verdeco Recycling, Inc

**Richard Graham**  
CEO at CodeMettle

**Rod Browning**  
CEO

**Cathy Smith**  
President, CEO at ELREPCO Inc.  
PowerShift Tech.

**Thomas Breslin**  
President MR Instruments, Inc

**Warren Weeks**  
Chief Financial Officer at Innova  
First International Inc.

#### Learn the skills Tony has

Dynacraft BSC, Inc.  
**Exhibit 1012**  
Dynacraft v. Mattel  
IPR2018-00039

#### Experience

**Co-Founder, President & CEO**  
Innovation First International  
1996 - Present • 21 yrs  
Greenville, Texas

Provides global strategic leadership to position the company at the forefront of the robotics education, consumer toys, and computer server racking industry.

#### Education

**Texas A&M University**  
Bachelor of Science (B.S.), Electrical Engineering  
1987 - 1991

Hunt County Children's Advocacy Center  
Human Rights

**Board of Directors Member**

Boys & Girls Clubs of Northeast Texas  
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Endorsed by Scott Shahmanesh, who is highly skilled at this

Endorsed by 2 of Tony's colleagues at Innovation First International Inc.

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Endorsed by 2 of Tony's colleagues at Innovation First International Inc.

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Recommendations

Received (1)

Given (0)



**Ron Williams, ITIL, ITSM, CTA**

Mgr Situational Awareness  
Engineering

September 18, 2013, Ron worked with Tony but at different companies

Tony is one of the most creative inspirational people I have ever worked with. Being around him is like being around a non-stop fountain of ideas, invention, knowledge and artistic production.

His combined knowledge in the areas of engineering, business and people management are rare in a person at his level. Anyone who has the opportunity to work with him in business, charity, or on a personal level will benefit in every aspect of their lives.



Search



**8 Honors & Awards**

2013 Tech Titan · 2013 Benefactor of the Year · 2013 Boys Toy of the Year Nominee, HEXBUG Warriors · 2013 Champion of the Child · 2012 Specialty Toy of the Year Winner, HEXBUG Nano Hive Habitat Set · 2011 Specialty Toy of the Year Winner, HEXBUG Nano · 2010 Specialty Toy of the Year Nominee, HEXBUG Original · 2006 International CES Best of Innovation, VEX Robotics Design System

**1 Publication**

Heralding the Future, An Innovative 2012



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