



Executive Bios

William J. Clough, Esq.

William Clough was appointed president and chief executive officer of Waytronx, Inc. in September 2007. Prior to that role, Mr. Clough served as Waytronx's general counsel and executive vice president of corporate development where he spearheaded the commercialization of the WayCool™ technology, including the HYDROJET licensing agreement with OCZ Technology.

Prior to joining Waytronx, Mr. Clough operated his own law firm for 14 years with offices in Los Angeles, San Francisco, and Honolulu, where he represented large scale manufacturing and entertainment conglomerates. Mr. Clough obtained the largest ever non-wrongful death jury verdict in Los Angeles County Superior Court in 2000 and successfully represented parties in multi-million dollar cases throughout the United States. He is certified to practice law in state and federal courts in California, Illinois, Hawaii and before the United States Supreme Court.

Mr. Clough began his career as a law enforcement officer for 16 years, working at the local, state, and federal level. He decided to return to law school while working as a Federal Air Marshall flying in Southern Europe and the Middle East. He received his juris doctorate, cum laude, from Hastings College of the Law in 1990.

Matthew McKenzie

Matthew McKenzie has been working in various functions for CUI for over 10 years, gaining him intimate knowledge of the business, its operations, and its opportunities for growth. He established, in conjunction with CUI's senior engineer, one of CUI's most successful and profitable business divisions and brands: V-Infinity. As an internal power product division, V-Infinity offers significant opportunities in the future in partnering with WayCool technology to offer an even more extensive solution set to the market. Over the past several years, Mr. McKenzie has worked tirelessly to position CUI for growth. Among many other things he has initiated ISO 9000, a quality management system; provided structure to global logistics, including CUI's China facilities; and implemented CUI's ERP system, which allows for more visibility and analysis opportunities than ever in CUI's history.

Mr. McKenzie brings a background in leadership from a variety of fields, giving him valuable insight into leadership in 21st century. He also brings an MBA from George Fox University, a program that is diverse and well-connected to the community.

Daniel Ford

With a background in the big accounting firms, including KPMG, Daniel Ford brings a large company perspective to a small company with big potential. As CFO of CUI, Mr. Ford has consistently moved CUI into a position of profitability, efficiency, and forward thinking, transforming many of CUI's accounting, inventory management, and vendor relations processes. Over the past five years, Mr. Ford has implemented advanced internal fixed asset tracking, implemented a "real time" inventory system, and participated in implementing CUI's ERP system. His skills as a financier have allowed CUI to move to its current, 100,000 square foot building, as well as provided leadership in Waytronx's acquisition of CUI.

Mr. Ford holds an MBA from George Fox University. He holds many awards and leadership positions in business, including the Financial Executives Award in 2001. He also actively provides leadership in the community.



Bradley Hallock

Bradley Hallock brings more than 25 years of corporate experience to his role as senior vice president of business development at Waytronx. Mr. Hallock was the founder and chief executive officer of C and R, Ltd., a provider of wholesale services to the automobile industry, with annual revenue in excess of \$10 million. For three years, Mr. Hallock served as a senior executive for First America Automotive, Inc. (FAA), an \$800 million (annual revenue) company that was later acquired by Sonic Automotive, Inc. (NYSE:SAH). As a senior executive at FAA, he conceived and implemented the "Auto Factory" concept to vertically integrate used car operations across disparate retail franchises on a regional basis. He led the expansion of this concept into a \$100 million (annual revenue) division of FAA. During his tenure at FAA, Mr. Hallock was a key member of the merger and acquisition team, where he was instrumental in the successful acquisition and integration of more than 50 new car retail franchises.

For More Information:

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