

Mike King Cole

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Profile

- Technical maven with a creative bent. Most recently a key member of the team at Apple managing software deployments for retail stores worldwide. Background in marketing communications, sales, and research.
- Enjoys helping others understand today's technology and uncover benefits that enrich their lives. Born to teach.
- Upholds high standards of quality and attention to detail. Excellent customer service skills. Dependable team player capable of building strong cross-functional relationships with diverse personalities.
- Avid cyclist and mechanic. Three-time Ironman.

Experience

EXPERT, APPLE STORE WASHINGTON SQUARE, TIGARD, OR 2014-PRESENT

Computer and mobile device sales, technical support and customer service for the world's leading technology and lifestyle brand. Leads workshops and training sessions designed to introduce high technology products and services to a broad range of consumers, business users, and Apple employees. Mentor to new hires. Coordinates with the entire store staff to deliver an unrivaled learning, buying and setup experience.

DEMO CONTENT CAREER EXPERIENCE, APPLE, INC., CUPERTINO, CA JAN - JUN 2016

Content manager responsible for selection, testing, layout, and curation of demo apps for all Apple Store devices worldwide (iPhone, iPad, AppleTV, Mac). Seeded designs to the Retail Channel team to support the retail experience beyond Apple. Custom scripting of FileMaker Pro databases to streamline production processes and support contributors and internal consumers within the App Store, developer relations and retail technology teams.

SOLE PROPRIETOR, REDUX RACERS LLC, PORTLAND, OR 2009-2013

Design, acquisition, assembly, marketing and online sales of customized racing bicycles. Solely responsible for all aspects of business startup, including optimization of production and fulfillment processes, website design and nationwide marketing and sales.

COMMUNICATIONS MANAGER, ENTELOS, INC., FOSTER CITY, CA 2006-2008

Led the development of tools, processes and multimedia designed to streamline R&D communications and business development efforts for the world leader in large-scale computer modeling of human physiology and disease. Managing editor of client project technical reports, business proposals, white papers, manuscripts, presentations, web content, and internal R&D training materials. Supervised intern and recruited freelance writers.

MARKETING MANAGER, CERUS CORPORATION, CONCORD, CA 2004

Executed strategic marketing plans in support of the European launch of the world's first pathogen inactivation system for donated blood platelets. Collaborated with corporate partner Baxter International to enhance existing sales collateral. Developed and validated product adoption, pricing and revenue models.

SENIOR DESIGNER, CERUS CORPORATION, CONCORD, CA 2000-2004

Developed in-house e-communications group for the world leader in blood decontamination technology. Directed creative development of print, web and multimedia content in support of opinion leader outreach. Collaborated with marketing, scientific affairs and investor relations teams. Launched corporate intranet. Enhanced publication review and conference collateral production processes. Recruited and managed staff, freelancers and vendors.

SCIENTIST, PROTEIN DESIGN LABS (PDL), FREMONT, CA 1987-1999

Recruited to the pre-IPO startup. Promoted to positions of increasing responsibility as company grew to become a world leader in humanized antibody technology. Genetically engineered the therapeutic antibody drug candidate Nuvion®, designed to treat immune system disorders. Key contributor to a patented method for manufacturing bispecific antibodies. Supervised and mentored laboratory assistants and summer interns. Launched the company's first website. Elected by peers to three terms as research staff liaison to senior management.

Education

STANFORD UNIVERSITY, Palo Alto, CA
Bachelor of Science: Biological Sciences

UCLA ANDERSON EXECUTIVE EDUCATION PROGRAM, Los Angeles, CA
Medical Marketing Program Certificate

UNITED BICYCLE INSTITUTE (UBI), Ashland, OR
Bicycle Technician Certification
DTSwiss Advanced Wheel Builder Certification

Computing

Proficiency with Apple mobile and desktop devices, software and services, including the Apple iLife and iWork Suites and Microsoft Office. Familiarity with Microsoft Windows operating system.

Experience with a range of professional, creative and modeling software tools, including: FileMaker Pro, Photoshop, GIMP, Illustrator, Inkscape, InDesign, Final Cut Pro, Wordpress, STRATA 3D Pro, and BikeCAD Pro.

Patents

1999. U.S. Patent No. 5,932,448. Tso JY, Kostelny SA, Cole MS. Bispecific antibody heterodimers.

1998. U.S. Patent No. 5,834,597. Tso JY, Cole MS, Anasetti C. Mutated nonactivating IgG2 domains and anti-CD3 antibodies incorporating the same.

Selected Scientific Publications

Full list available upon request.

2007. Powell LM, Lo A, Cole MS, Trimmer J. Application of predictive biosimulation to the study of atherosclerosis: Development of the Cardiovascular PhysiLab platform and evaluation of CETP inhibitor therapy. *Proceedings of the 2nd Conference on the Foundations of Systems Biology and Engineering (FOSBE 2007)*: 295.

2007. Michelson S, Cole M. The future of predictive biosimulation in drug discovery. *Expert Opinion on Drug Discovery*. 2(4): 515.

1999. Cole MS, Stellrecht SA, Shi JD, Homola M, Hsu DH, Anasetti C, Vasquez M, Tso JY. HuM291, a humanized anti-CD3 antibody, is immunosuppressive to T cells while exhibiting reduced mitogenicity *in vitro*. *Transplantation*. 68(4): 563.

1998. Link BK, Kostelny SA, Cole MS, Fusselman WP, Tso JY, Weiner GJ. Anti-CD3-based bispecific antibody designed for therapy of human B-cell malignancy can induce T-cell activation by antigen-dependent and antigen-independent mechanisms. *International Journal of Cancer*. 77(2): 251.

1997. Cole MS, Anasetti C, Tso JY. Human IgG2 variants of chimeric anti-CD3 are nonmitogenic to T cells. *Journal of Immunology*. 159: 3613.

1997. Smith JA, Tso JY, Clark MR, Cole MS, Bluestone JA. Nonmitogenic anti-CD3 monoclonal antibodies deliver a partial T cell receptor signal and induce clonal anergy. *Journal of Experimental Medicine*. 185(8): 1413.

1992. Kostelny SA, Cole MS, Tso JY. Formation of a bispecific antibody by the use of leucine zippers. *Journal of Immunology*. 148: 1547.