

## **Michael Riedlinger**

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Michael Riedlinger is the founder and president of Technology Sales and Licensing Services and currently serves as the Vice President of Business Development at Diffinity Genomics, Inc., which he co-founded with Rick Richmond and Dr. Lewis Rothberg. He also currently serves as the Director of the Rochester BioVenture Center.

Technology Sales and Licensing Services was founded in 2002 and specializes in business development programs for organizations that seek new sources of revenue from licensing or selling their technical innovations to others. The company also provides consulting services to support economic development and public/private technology commercialization activities in the Upstate New York region.

Diffinity Genomics, Inc. is a technology development company focused on detection of genetic sequences in DNA and RNA and detection of proteins, other biological markers and contaminants. This company was formed as a result of a Pre-seed Workshop in Fall, 2004 to further develop and commercialize technology licensed from the University of Rochester.

Michael served as the president of NaturalNano, Inc., to November, 2006. NaturalNano, Inc., founded in 2004, is a publicly traded nanomaterials company developing proprietary technologies and processes for providing novel properties for a wide range of applications. These include industrial polymers, plastics and composites; and additives to cosmetics, agricultural, and household products.

Prior to founding Technology Sales and Licensing, Mr. Riedlinger was Chief Executive Officer of Vitalwork, Inc., an organizational development company focused on training and corporate culture change for the telecommunications industry. From 1995 to 2000, Mr. Riedlinger was Director of Sales and Marketing at Metamor Software Solutions, a computer programming services division of Metamor Worldwide with offices in over 20 countries worldwide. From 1993 to 1995 he was Vice President of QSoft Solutions, a provider of quality management software and information to major corporations in North America. From 1986 to 1993, Mr. Riedlinger held several positions, including OEM Products Director and Director of Strategic Planning at Microlytics, Inc. In his tenure at Microlytics, he developed several software products for both consumer and OEM markets and managed licensing relationships with over 100 combined licensees and licensors.

Mr. Riedlinger has a MBA from the University of Rochester and a BFA from the Rochester Institute of Technology.