DAVID **BERKUS**

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Summary

Accomplished executive, board leader, venture capitalist, and technology pioneer with more than 50 years of leadership experience driving growth, innovation, and corporate governance across the technology, hospitality, and software industries. Served as Founder, Chief Executive Officer, President, Managing Director, Board Chairman, and Lead Director, partnering with boards and executive teams to shape strategy, strengthen governance, and deliver sustainable business performance.

Brings extensive experience overseeing early-stage and growth companies through strategic expansion, mergers and acquisitions, digital transformation, and operational leadership. Completed more than 215 early-stage investments and served on over 40 public and private company boards, helping organizations scale, improve governance, and achieve long-term success.

Recognized for pioneering advancements in hospitality technology, building high-performing leadership teams, and providing practical, strategic guidance that supports informed decision-making, responsible governance, and lasting shareholder value.

Skills

- Corporate Governance
- Board Leadership
- Strategic Planning
- Corporate Strategy
- Venture Capital
- Mergers & Acquisitions
- Investment Strategy
- Board Advisory
- Executive Leadership
- Enterprise Growth
- Technology Innovation
- Digital Transformation
- Capital Allocation
- Portfolio Management
- Financial Stewardship
- Organizational Leadership
- Executive Mentorship
- Business Development
- Stakeholder Engagement
- Corporate Finance
- Innovation Strategy

Experience

Managing Director **05/1993 to Current**

Berkus Technology Ventures, LLC **Arcadia California, United States**

- Provide strategic leadership across multiple venture investment funds, directing capital allocation, governance oversight, and portfolio strategy while advising executive leadership teams and boards on sustainable growth, enterprise value creation, and long-term shareholder outcomes.
- Serve as Board Chairman, Lead Director, Board Member, and Interim Chief Financial Officer for more than forty early-stage and growth-stage technology companies, strengthening corporate governance, enhancing board effectiveness, guiding executive succession planning, and supporting organizations through critical inflection points, strategic transactions, and operational transformation.
- Led more than 215 early-stage technology investments, delivering an aggregate 102% internal rate of return (IRR) and helping numerous portfolio companies achieve successful acquisitions, public offerings, and billion-dollar enterprise valuations through disciplined investment governance and executive partnership.
- Partner with founders, chief executive officers, and senior leadership teams to shape corporate strategy, accelerate innovation, strengthen operational execution, improve financial performance, and establish scalable governance frameworks that position organizations for long-term competitive advantage and sustainable growth.
- Recognized as a trusted boardroom advisor and venture capital leader with extensive experience guiding technology-driven organizations through digital transformation, capital formation, mergers and acquisitions, enterprise risk oversight, and strategic decision-making while serving on more than forty public and private

company boards across the technology, software, internet, and hospitality sectors.

President **04/1990 to 12/1993**

Computerized Lodging Systems, Inc. (A MAI Systems Company) **Long Beach, California, United States**

- Directed the post-acquisition integration and executive leadership of one of the hospitality technology industry's most recognized software organizations, ensuring operational continuity, governance discipline, and sustained enterprise performance while aligning business objectives with the strategic priorities of MAI Systems.
- Partnered with senior executive leadership and the Board to strengthen organizational effectiveness, optimize operational execution, and preserve long-standing customer relationships across a global portfolio, reinforcing market leadership during a critical period of corporate transition.
- Championed enterprise-wide strategic initiatives that enhanced operational efficiency, accelerated technology innovation, and advanced scalable business processes, supporting long-term value creation and positioning the organization for continued growth within the global hospitality technology sector.
- Provided executive oversight across corporate operations, product strategy, customer success, financial performance, and cross-functional leadership, cultivating a high-performance culture centered on accountability, innovation, and sustainable business excellence.
- Served as a trusted executive advisor throughout the integration process, balancing stakeholder interests while driving disciplined execution, strengthening corporate governance, mitigating operational risk, and delivering measurable outcomes that reinforced shareholder confidence and enterprise stability.

Founder & Chief Executive Officer (CEO) **05/1974 to 04/1990**

Berkus Compu systems, Inc. (later renamed Computerized Lodging Systems, Inc.)

Los Angeles, then Long Beach, California, United States

- Founded and led one of the hospitality industry's earliest enterprise software companies, establishing the strategic vision, corporate governance framework, and long-term growth strategy that transformed the organization into the world's largest provider of hotel automation solutions, serving global hospitality brands across multiple international markets.
- Scaled company into one of the world's leading hospitality technology companies, providing the strategic vision and executive leadership that transformed the organization into the largest global supplier of hotel automation solutions, achieving an estimated 16% worldwide market share, more than $100 million (2026-equivalent) in annual revenue, six international subsidiaries, and a network of twenty-six global distributors before its successful acquisition by MAI Systems.
- Directed enterprise-wide operations, product innovation, financial stewardship, and organizational expansion, building a high-performing executive leadership team.
- Partnered closely with executive leadership teams, corporate boards, and major hospitality organizations including Marriott and Sheraton to architect industry-defining technology platforms that modernized hotel operations, strengthened enterprise performance, improved financial controls, and established new standards for operational efficiency across thousands of properties worldwide.
- Championed continuous innovation by leading the development of multiple industry-first technologies, including early IBM PC-based Property Management Systems, cross-platform UNIX open-systems architecture, the first hospitality AI-enabled revenue optimization systems, integrated PMS/POS platforms, and enterprise-wide hospitality management solutions that remained in operational use for decades into 2026.
- Fostered a culture of innovation, accountability, and disciplined execution by aligning corporate strategy, governance, technology investment, and customer-focused product development, positioning the company for sustained market leadership, accelerated revenue growth, and long-term shareholder value creation through a highly successful exit transaction.
- Successfully positioned the company for a strategic acquisition through disciplined corporate leadership, scalable business operations, continuous product innovation, and disciplined capital stewardship, creating significant shareholder value while establishing a legacy of technological leadership that continued to support thousands of hotel properties worldwide for decades after the transaction.

Founder & Chief Executive Officer (CEO) **02/1958 to 05/1974**
Custom Fidelity, Inc **Pasadena, then Hollywood, California, United States**

- Founded and scaled an innovative record production and manufacturing company from inception into a vertically integrated enterprise employing more than 50 professionals, providing strategic leadership across corporate operations, financial management, business development, and long-term organizational growth while establishing a strong competitive market presence.
- Directed enterprise strategy and corporate governance through a period of sustained expansion, leading the organization to a successful public offering under SEC Regulation A in 1971, strengthening capital access, enhancing shareholder value, and positioning the company for long-term scalability and operational resilience.
- Championed business transformation by integrating emerging computer technologies into manufacturing and operational workflows, personally developing proprietary minicomputer applications that significantly improved efficiency, increased enterprise value, and demonstrated an early commitment to technology-driven innovation.
- Led all executive functions, including strategic planning, financial oversight, operational excellence, talent leadership, risk management, customer growth, and corporate expansion, successfully relocating operations from Pasadena to Hollywood to support increased and vertically integrated production capacity and business development initiatives.
- Successfully executed the strategic divestiture of the business in May, 1974, maximizing shareholder outcomes while transitioning intellectual property and technology assets that had become more valuable than the company's original manufacturing operations, demonstrating disciplined capital allocation and long-term value creation.

United States Naval Reserve **08/1963 to 07/1972**
Air Intelligence Officer (O-3)
Long Beach California, United States

- Served as an Air Intelligence Officer (O-3) following a direct commission from aircrewman (E5), providing strategic intelligence analysis, mission planning, and operational decision support for naval aviation operations while upholding the highest standards of military leadership, accountability, and national security.
- Delivered mission-critical intelligence assessments, risk evaluation, and situational awareness to support command-level decision-making, strengthening operational readiness and execution in complex aviation environments.
- Demonstrated exceptional leadership, discipline, and organizational effectiveness by successfully balancing military service with executive responsibilities as Founder and President of a rapidly growing technology company, reflecting superior time management and strategic leadership capabilities.
- Cultivated a strong foundation in governance, integrity, crisis management, strategic planning, and high-stakes decision-making leadership qualities that later shaped a distinguished career as a corporate board chairman, venture investor, technology executive, and trusted advisor to public and private company boards.

Education and Training

Military Leadership Education — United States Naval Reserve
Naval aviation aircrew and electronics training — **1963**
Naval aviation air intelligence officer training — **1967**

Bachelor of Arts**:** Business Administration**,** minor equivalent Industrial Psychology — **06/1962**
Occidental College — Eagle Rock, California, United States

AWARDS & RECOGNITION

- Inducted into the HFTP International Hospitality Technology Hall of Fame in recognition of pioneering contributions to hospitality technology innovation.
- Recognized by Inc. Magazine as a “Super Angel,” credited as the first published use of the term.
- Named Director of the Year by the Forum for Corporate Directors.
- Recognized as Tech Leader of the Year by the Los Angeles County Board of Supervisors.
- Recipient of the Wall Street Journal Award for Top Student in Economics at Occidental College.
- Recognized throughout the hospitality technology and venture capital communities for innovation leadership, governance expertise, and strategic investment success.