



Dale DuBois

Co-Founder & Chief Technology Officer

dale@seedjura.com

TECHNOLOGY EXPERIENCES

Dale has more than 40 years of experience in designing and building many signature technology systems and platforms. He has a unique perspective in creating successful technology platforms that will thrive in traditional industries including legal and real estate industries.

His past experiences include:

- ❖ Lead system architect at various software companies, including EDS (Electronic Data System), and designed and implemented major financial technology systems in major banks and lending institutions.
- ❖ Designed, created and implemented innovative CRM systems for companies in the U.S., Japan, England, South Korea, and other countries.
- ❖ As the Vice President of New Project Development at MBNA, Dale's primary role is to provide leadership and supervision for the advancement of new technologies and applications on a global scale.
- ❖ Consultant for Pepsico, educational institutions, governmental agencies, and other large institutions on designing and providing solutions to their technology platforms.

"Too many technology companies put all their focus on inventing the latest and greatest technology, but what they forgot are usability and user adaptability. No matter how cool your technology is, it doesn't matter if no one cares to use it," a direct quote from Dale.

BACKGROUND INFO

Dale has spent the majority of his life residing in Texas and Florida. With a background in technology design and creation dating back to the 1970s, he has witnessed the remarkable evolution of technology over the past few decades. Dale's wife, Geneve DuBois, is also a co-founder and Chief Marketing and Innovative Officer at SeedJura. They share a son and a furry companion, their beloved cat. In his leisure time, Dale finds immense joy in indulging in sci-fi movies and books, along with his passion for baseball.