

**Patrick (Rick) J. Engels**  
**President and CEO**

Rick Engels comes to BroadSign from Petters Group Worldwide, where he served as CFO and Media/Marketing portfolio manager. Petters Group is the largest shareholder of BroadSign International. Rick has a wealth of knowledge and experience in bringing to success a variety of companies ranging from small private start ups to large public corporations. He also carried out a number of mergers and acquisitions.

Prior to joining Petters Group, Rick was the CFO of Cannon Solutions, a retail solutions company based in Europe. Before that he held a senior management position in Deluxe Corporation. In his career, Engels has been noted as an expert in developing measurement systems that drive economic and shareholder value. Engels holds a BA from Chaminade University of Honolulu and an MBA from the University of St. Thomas.