



## **GreenBytes® Executive Bios**

### **Robert Petrocelli, Chief Executive Officer**

Robert Petrocelli founded GreenBytes® in 2007 and serves as chief executive officer. Prior to establishing GreenBytes, Petrocelli founded Heartlab, Inc. in 1994, a medical information technology company that was sold to Agfa in 2005.

Petrocelli was awarded a patent on archival technology utilized for the long-term storage of patient data, including cardiology images, demographics and reports. The technology was later adopted as the accepted industry standard for the storage and exchange of this type of medical information.

His expertise includes advanced technological knowledge in the medical device field, digital imaging/algorithms, digital storage, and high-performance networks. Petrocelli received the Ernst & Young Entrepreneur of the Year Award in 2001 and has made the *Inc.* 500 Fastest Growing Private Companies in America list four times. Petrocelli attended Brown University for his Ph.D studies and holds an MS in Computer Science and a BS in Physics from the University of Rhode Island.

### **Richard Petrocelli, President and Chief Operating Officer**

Richard Petrocelli has been with GreenBytes since June 2007 and serves as the company's president and chief operating officer and chief legal counsel. Prior to joining GreenBytes, Petrocelli was president and chief legal counsel for Heartlab, Inc., from 2000 to 2006.

Prior to Heartlab, he was a member and partner in the law firm of Visconti & Petrocelli from 1982 to 1994. In 1994, he founded Petrocelli Law Offices and served as managing partner until 2000. He has served as arbitrator with the Rhode Island Courts, American Arbitration Association and Rhode Island Arbitration Association. He is a member of the Rhode Island and Connecticut Bar. Mr. Petrocelli has authored numerous legal publications and served as adjunct professor of law at Southern New England School of Law. He received a JD from Suffolk University School of Law, and a BA in history from the University of Rhode Island.

### **Matthew Aitkenhead, Vice President, Product Marketing and Technical Alliances**

Matthew Aitkenhead joined GreenBytes in June 2007 and is the vice president of product marketing and technical alliances. With more than 20 years of management experience in the technology industry, Aitkenhead has served as the director of global business

operations at Agfa's HealthCare Cardiology Business Unit and as vice president, sales and marketing at Heartlab, Inc.

Prior to that, Aitkenhead also held the roles of vice president, technical operations and quality manager/software engineer at Heartlab, and quality manager at Aquidneck Management Associates. He began his career in software development as programmer/analyst at Eastman Kodak and subsequently Computer Sciences Corporation. Aitkenhead holds a MS, Mechanical Engineering and a BS, Mechanical & Ocean Engineering, from the University of Rhode Island.

### **Richard Shea, Vice President of Sales**

Richard Shea joined GreenBytes in July 2009 and is the company's vice president of sales. Prior to GreenBytes, Shea was the first sales manager at EqualLogic, largely building the company's sales force, channel and go-to-market strategies. Shea led EqualLogic's sales growth from start-up to its purchase by Dell for \$1.4 billion. Prior to EqualLogic, he was the global director of sales for EMC Corporation's Media Solutions Group; and held a senior management role within Rupert Murdoch's News Corporation's News Digital Systems.

Shea began his career as a nuclear engineer and is the holder of a number of product patents. He also spent several years in telecommunications engineering and sales with what is now Verizon, and has held international management roles in Latin America, Europe, and Asia Pacific. Shea holds a BS in Engineering from Massachusetts Maritime Academy and an MBA in Finance & International Marketing from Boston College.