



Sara Blackmer

CEO

Sara Blackmer is a decorated veteran, board executive and public speaker passionate about facilitating successful growth with tech-focused companies.

As CEO, Blackmer leads FluidLogic's efforts to expand its role as the go-to provider of advanced hydration solutions in commercial and defense markets. With extensive experience in executive business development, corporate strategy, customer relationships and team building, she is helping the company expand its solution set into new industries.

An expert at working with clients to identify their business objectives, translate them into technology solutions and then manage the implementation of those solutions, she has received numerous accolades, including recognition in Business Magazine's Powered by Women feature and being named to Crain's Notable Women in Tech. Blackmer earned a bachelor's degree from the University of Michigan and an MBA in global supply chain management from the Kelley School of Business.



Carlos Arambula

VP OF MARKETING

Carlos Arambula is a leading marketing professional with extensive experience helping entrepreneurs, startups and companies envision a clear idea of a brand and its future.

As FluidLogic's VP of marketing, he is passionate about developing the company's brand strategies surrounding Active Hydration™ solutions. Arambula also has a wealth of expertise working across language, cultural and geographical boundaries to establish enduring relationships between consumers and companies.

With unique experience designing multitiered marketing campaigns, Arambula utilizes engaging messaging that appeals to consumer needs. He has spearheaded the successful introduction of over two dozen brands and extensions into new markets and helped lead the marketing efforts of top brands in the consumer packaged goods, over-the-counter pharmaceutical, automotive, travel and leisure, and health and beauty industries.

He graduated from the University of Southern California, where he studied history and industrial and systems engineering.



Cody Lee

VP OF SALES

Cody Lee is a natural-born salesman. He jump-started his career by opening a lawn care business at a young age and has only continued to excel and achieve new heights since those early days.

In his role at FluidLogic, Lee strategically focuses on growing the company's sales and empowering Hydration Equilibrium™ for all. For Lee, it's all about building relationships and inspiring others with his "really big ideas" to structure new deals, secure financing, grow new businesses, generate revenue and build sustainable organizations.

Believing every person can teach you something about yourself, Lee's always-learning mindset makes him an excellent salesman. He has held executive-level roles in the oil and gas industry before teaming up with the FluidLogic founder at an earlier company, where Lee was instrumental in evolving that organization from a startup to a business with over \$10 million in revenue at its initial public offering.

A graduate of Hillsdale College, where he received his bachelor's degree in American and classical studies, Lee has a proven track record of bringing new deals and investors to the table and excels at growing business revenue.



Mike Gifford

VP OF DEVELOPMENT

Mike Gifford is an experienced leader of product development teams who brings over 30 years of experience in Silicon Valley and a wealth of knowledge and expertise to the FluidLogic team.

As vice president of development, Gifford leads a team responsible for developing and implementing the software and hardware components that make up FluidLogic's Active Hydration™ solutions.

An early founder of several startup companies, Gifford holds numerous design and utility patents and is known for being an expert leader proven capable of managing large engineering teams to support revenues in the billions from corporate giants such as Apple, Microsoft and Dell. As a leader, Gifford has experience in organizing and directing multinational development efforts and teams with a clear focus on engineering, program management, operational execution and development for organizations and businesses.

With a passion for the products and the realization process critical to bringing innovative ideas to fruition, Gifford is excited to propel FluidLogic's impressive line of products to the next level of innovation.



Dr. David Ferguson

Ph.D & ACSM-CEP

Dr. David P. Ferguson is an associate professor in the department of kinesiology at Michigan State University and the Spartan Motorsport Performance Lab director.

With over 10 years of experience working in the racing industry with top teams in Formula 1, IndyCar, NASCAR and IMSA, Dr. Ferguson collaborates with the FluidLogic team on hydration research to better understand how proper hydration impacts performance. His research helps the FluidLogic team develop creative hydration solutions to increase safety and performance.

Dr. Ferguson earned his bachelor's degree from the University of Nevada Las Vegas, a master's degree from the University of North Carolina Charlotte, a doctorate from Texas A&M University and has undergone postdoctoral training in cardiovascular physiology, nutrition and pediatrics at Baylor College of Medicine.