

# Distinguished Achievement Citation

David S. Wetherell

Class of 1976

With this presentation of Ohio Wesleyan's Distinguished Achievement Citation, we are honored and privileged to recognize David Wetherell for his exceptional career as a business leader in the internet industry in the United States and around the world.

After graduating from Ohio Wesleyan in 1976 with majors in Economics and Mathematics, David started a professional career that would eventually span the fields of computing, marketing, Internet technologies and finance. In 1982, he began his software development firm, Softrend, Inc., which developed one of the first generic software packages that allowed desktop PCs to communicate with corporate mainframes.

In 1986, David acquired a direct marketing company, the College marketing Group, through a leveraged buyout and renamed it CMG Information Services. After taking CMGI public in January, 1994, he directed the company's efforts toward the development of Internet technologies. As part of the effort, David was instrumental in the creation of BookLink Technologies, which developed one of the earliest web browsers for the Internet.

David provided the vision and was the impetus behind numerous Internet start ups developed by CMGI, including: Engage Technologies, providing interactive direct marketing solutions; Navisite, providing web site systems management; and CMGion, developing a global operating environment for the data centers operating over the Internet. In addition, CMGI has acquired over two dozen Internet based companies, several of which are considered among the most popular sites on the Web, such as Altavista and uBid. uBid is the largest business to consumer auction site on the Internet and is responsible for selling nearly one percent of the world's personal computers.

It was the sale of BookLink to America Online that laid the foundation for the formation of @Ventures, the financial arm of CMGI that supports and fosters Internet start-up companies. David currently serves as Chairman and CEO of CMGI and Managing Partner of the company's venture capital affiliate, @Ventures.

David has been called a visionary for his ability to anticipate technological and marketing trends. He has become a powerful force in the development of the emerging Internet economy due to his foresight into the development of the World Wide Web. While in the beginning it was not a household name, under David's leadership, CMGI has become one of the foremost architects of the Internet.

David returned to Ohio Wesleyan in September of 1999 as a featured speaker in the Sagan National Colloquium lecture series, delivering a lecture on the topic, "The Internet in a Global World." David also spent time discussing his achievements with students and faculty at the Woltemade center for Economic, Business, and Entrepreneurship.

His leadership talents, which were nurtured while he was an undergraduate at Ohio Wesleyan, have led to a business career distinguished by significant accomplishments and industry accolades. We join everyone who benefits from the Internet today in applauding the recognizing David S. Wetherell with the presentation of the Distinguished Achievement Citation.

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