

Theodore A. Rosenberger

Brief Biography

Ted Rosenberger grew up in Quakertown, Pennsylvania. He is the 4th of 4 children. Ted's father was a 3rd generation business owner of a local agricultural business called Clover Leaf Mill. Before high school, Ted worked summers and after school at the mill and believed he was destined to become the 4th generation owner of the family business. However, after attending Moravian Academy in high school, Ted developed an interest in computers and software and decided to major in Computer Science in college. He chose Lafayette because he liked the beautiful campus and was attracted to the small class sizes and intimate educational environment the school provided. He was also intrigued by the brand new Computer Science program at Lafayette and felt he could excel in this new program.

After graduating from Lafayette with his degree in Computer Science, he decided to continue his education before entering industry. He earned a Master's Degree in Computer Science from Penn in 1989.

After working two years as research analyst in emerging technologies at Air Products & Chemicals, Inc., Ted realized that he was wired for business ownership and entrepreneurship more than climbing the corporate ladder. Ted left the company and co-founded a software firm called Target Software in 1991.

Initially, Target Software provided custom software engineering services to corporate clients. Eventually, the company began to specialize in software solutions for pharmaceutical companies. By 1999, the first smartphones had reached the market and Ted identified an emerging opportunity to automate pharmaceutical sales forces using an all-mobile solution that could replace traditional laptop-based systems.

Over the next several years, Ted's team developed a revolutionary mobile platform that would become known as Target Mobile. By 2005, Target Mobile was licensed by dozens of pharmaceutical companies and used by thousands of sales reps. Target Software was acquired by a French public company (Cegecim) in 2005. Ted stayed on as the company's CEO of North America until 2008, when he left to pursue new ventures.

Since 2008, Ted has founded and sold several more companies including HouseLogix, a home automation company and VoicePod, which was an early entry in the voice recognition appliance market that is now dominated by Amazon's Alexa. Ted holds a US patent related to the VoicePod product.

In addition to his technology focus, Ted has been a pilot his entire adult life and has accumulated nearly 5,000 hours of flight time in both airplanes and helicopters over the past 28 years. In 2017, Ted decided

to focus his professional time exclusively on aviation. He is now the owner and chief pilot of Vertivue, a local airplane and helicopter charter company that provides air transportation, sightseeing and aerial imaging services to corporate and personal clients. He has also developed an innovative camera system called Skybox that allows manned helicopters to leverage the great advances in drone camera technology.

Ted served on the Board of the Allentown Art Museum from 2006 to 2009. He currently serves on the board of governors of the Lehigh-Northampton Airport Authority.

Ted has been with his partner Kevin Sprague for more than 25 years. The couple had a civil union in Vermont in 2004 and were married in New York City in 2013. In 2010, Ted and Kevin's son, Henry R. Sprague was born via a surrogate process. Ted, Kevin and Henry currently reside in Allentown, Pennsylvania and Henry is currently in 3rd grade at the Swain School. Ted's primary interests remain aviation, skiing, cinematography and technology. He is currently balancing his professional interests in aviation with taking plenty of time to enjoy fun and adventure with Kevin and Henry.