

DIRECTOR OF BUSINESS DEVELOPMENT – SOLUTION ARCHITECT – PROGRAM MANAGER

Growth Strategies / Global Enterprise Solutions / Strategic Alliances / Solution Sales / Budgets / SDLC / IT & Systems / Managed Services / Service Delivery / Turnarounds / VARs / Team Building / ITAM / Startups / Turnarounds / Product & Service Launches / Marketing / ITIL / Software Asset Management / Risk Management / Contracts / Negotiations / Project Management / Needs Assessment / RFPs / Bids / Proposals / Competitive Analysis / Technical Sales / Pre-Sales Support / Best Practices / Cost Control

A versatile and highly adaptable enterprise solutions executive, I have a strong track record of success designing, selling and delivering IT products, customized solutions and value-add service Programs for firms such as **Dell Technologies**, **Provance Technologies** and **CompuCom** among others. In both leadership and individual contributor roles, I have generated steep gains for my employers in revenue, market share, and margins while producing significant improvements in productivity, efficiency and cost effectiveness for my clients.

Directing large and diverse multidisciplinary teams, I have directed every stage of the program management process from business development, needs assessment, project scoping, proposals and contract capture to solution development, implementation and ongoing support. My experience includes successful startup, rapid growth and dramatic turnaround initiatives.

Known for leading organizations to consistently surpass demanding corporate and client expectations while outmaneuvering stiff competition, I have developed and implemented innovative value-added systems and technology solutions for B2B clients in a broad range of industries. I am recognized for creating Licensing Management as a Service (LMaaS), O365 Activation PLUS value-add Solutions and launching GreenFuels out of a regulated utility. Additional successes include facilitation of new go to market strategies and development of new channel sales and system integration solution provider networks.

At your organization, I could make a strong impact by:

- Developing & executing aggressive growth strategies**
- Creating highly nimble change management roadmaps**
- Identifying & seizing untapped niches & emerging markets**
- Forging profitable partnerships & win-win strategic alliances**
- Creating cost-effective solutions to challenging business needs**
- Assembling, mentoring & motivating top multidisciplinary talent**
- Aligning IT & systems with evolving client & end-user requirements**
- Designing & implementing high-performance technology & systems**
- Fostering innovation, continuous improvement & operational excellence**

Others have described me as a natural leader, innovator, intuitive problem solver, synergistic collaborator, trusted partner and persuasive communicator.

My education includes a **BA degree in Political Science & Public Administration** from Augustana. Additional graduate studies include **Economics at Purdue University**, and **Business Administration & HR at Saint Francis College**. Hold **ITILv3**, **IAITAM SAM** and numerous other Certifications.

CAREER HISTORY & SELECTED HIGHLIGHTS

Dell Technologies, a \$3.1B enterprise and client solutions division of \$42B Dell Inc., 2010-2017. Roles include:

Global Value-Add Software Solutions Program Manager, 2015-2017. Promoted to create and direct a major rebranding initiative, drive growth and customer retention in Dell's software asset/license management solutions businesses. Lead marketing & solution delivery model across 400+ staff that resulted in \$30M+ net-new revenue.

Notable accomplishments include:

Cost saving solution wins \$2.5M in new biz. A national financial services firm needed to cut software licensing costs and risk. Designed, negotiated & closed a software license optimization solution for Microsoft & VMware entitlements. Documented & delivered immediate cost savings for the client and captured eight additional contracts/renewals for Dell.

Negotiated Dell's largest-ever LMaaS deal. Qualified, scoped & closed unsolicited divestiture solution for a Global Chemical Company. Designed, negotiated and awarded transition contract and then follow on management subscription that enabled seamless migration of 2,130 applications and 553 license agreements in <60 days. Generated net-new \$930K services revenue over first 2 years for Dell.

Global SAM Solutions Program Manager, 2010-2014. Recruited to delivery Microsoft ESA {Enterprise Software Advisor} SAM Assessments & define, develop & launch new value-add Program. Won 720+ new contracts, drove significant customer loyalty & growth. Educated & facilitated over 100 SW Sales resources resulting in \$90M+ total revenue.

Key contributions include:

Saved a client millions, rescuing a key account. Dell faced loss of a \$3B motor manufacturer client to competitors. Retooled Dell's LMaaS to better meet the client's needs. Enabled the client to wring out nearly \$2M in software license optimization and plus millions more by mitigating their risks through two audits. Negotiated a three-year LMaaS contract, another three-year extension plus numerous software contract renewals and expanded sales.

Paved the way to \$5.2M in software sales. Global Provider of Information, Analytical & Marketing Services was shopping Dell competitors. To save the account, designed a customized LMaaS solution for a portfolio of 450+ software publishers and 1,900+ applications. Earned two consecutive three-year LMaaS contracts and opened the door to millions in new software sales.

New biz model & rebranding fuel a turnaround. Dell was losing software market share due to commoditization and SW/HW bundling. Created a Global Partner Delivery model together with a new LMaaS brand identity to stem the tide. Posted \$5.6M in first-year sales. Leveraged value-add positioning to generate +30% margins {20+ points above norms}.

SAM solution generates 224x ROI for a client. Dave earned the trust & respect of a national managed care firm to invest \$383K in his methodology that delivered \$8.6M in hard dollar savings as a result of an impromptu Executive Briefing.

Provance Technologies, Inc., a Canadian-based systems and technology integration firm, 2008-2010.

Director, Strategic Alliances. Recruited to lead new go to market approach & develop strategic channel partner sales and delivery capabilities. Enabled scalability by establishing field sales relationships, augmented Microsoft SCSM'10 value propositions & generated \$5M+ revenue.

Snatched \$1M in new biz from a competitor. Provance secured several new accounts by adding value & functionality to Microsoft's new System Center Service Manager. Forged field sales alliance with Microsoft new sales channel capabilities. Displaced Marimba to win net-new global account & collaborate with Microsoft resulting in largest deals in Provance history.

Designed & Implemented a Magic Quadrant solution for strategic alliance VAR. Pomeroy, a Provance licensing/support reseller partner, sought a value-add license management solution to differentiate their managed services offering.. Pomeroy leveraged the fully integrated solution to reduce their Customer's risks & costs that enabled them to compete more effectively in a saturated market and earn industry recognition as a Gartner "Magic Quadrant Provider."

CompuCom Systems, Inc., a \$7.6B systems design and integration provider, 2001-2008. Repeatedly promoted, roles include:

Solution Architect, 2008. Designed and delivered customized ITAM life-cycle management services. Directed presales support, scoped, closed and sourced the integration of Altiris, BMC, HP and other systems and infrastructure solutions. Accomplishments include:

Custom solution protects a key account. CompuCom partner, ACS was in danger of losing a long term managed account. Developed a custom IT lifecycle management system, enabling ACS to improve quality and expand services to extend the contract and expand the scope of services

delivered. Saved hundreds of thousands of dollars in revenue for CompuCom and earned tremendous good will and additional business with ACS as a result.

Principal Consultant, 2004-2007. Promoted to provide IT Asset Management subject matter expertise. Previously at CompuCom, **Central Region Director, Asset Management Solutions, 2001-2004.** Achievements include:

Leveraged a least-price edge to recapture a \$220K account. CompuCom lost a long term contract with the world’s leading IT research firm due to a competitor’s attempt to buy the business by quoting under cost. To regain the account, designed a solution around Peregrine’s GetIT platform to sharply reduce Gartner’s IT and software management costs. Earned the trust, confidence & business back with significant value-added services delivered “on time, as budgeted and with no surprises.”

Earlier: Director Strategic Alliances, Micropath, Inc.; Regional Director and Global Solutions Crafter, Comdisco, Inc.; and Director Sales & Marketing, GreenFuels, Inc. Began career at Northern Indiana Public Service Company (NIPSCO).

Launched an innovative IT service. Comdisco wanted to add managed IT services to its business. Delivered a new lifecycle consulting practice from the ground up. Utilized business case analytics to cut costs for clients such as Abbott Labs, MicroAge, Sloan-Kettering, Marsh-McLennan and others. Created new centralized ODN {Offer, Development & Negotiation} department for consistency and global field sales support. Generated a new \$25M revenue stream for Comdisco.

Started up an Alternative Fuel Vehicle subsidiary. GreenFuels founded to create natural gas sales beyond the regulated utility. Founded South Shore Clean Cities to attract new investment in NW Indiana. Developed network of NGV refueling stations, conversion shops, training program and acquired residential refueling manufacturer. Named Chairman, Indiana NGV Coalition & passed tax legislation.

Delivered rapid ROI on a Green energy program. Qualified, scoped & sold Elkhart General Hospital natural gas-fired chillers & co-generation solution that dramatically reduced overall energy costs.

EDUCATION & OTHER CREDENTIALS

Bachelor of Arts degree with a Double Major in Political Science and Public Administration, Augustana College. College, where I was awarded an internship in London, England with the World Development Movement (<http://www.globaljustice.org.uk/about-us>).

ITILv3, IAITAM SAM {Software Asset Management} Certifications.

Certified as Gartner Group Total Cost of Ownership Trainer / Manager / Practitioner.

Configuration Management Database (CMDB) Solutions from BMC Graduate School Training & certification

Graduate of Ball State University’s Economic Development Academy in addition to other graduate-level studies of Economics at Purdue University, and Business Administration and Human Resource at Saint Francis College.

SPEECHES

Featured speaker at IAITAM’s inaugural annual conference; delivered an address on “Top 10 Best Practices of IT Lifecycle Management.” & Axis Business Solutions Summit, delivered “End-to-End Enterprise License Management Solution”

PROFESSIONAL & CIVIC AFFILIATIONS

Past Chairman Indiana Natural Gas Vehicle Coalition.

Past Commissioner, Elkhart County Redevelopment Commission.

Past Chairman, Valparaiso 1st United Methodist Church Board of Trustees

Charter member International Association of IT Asset Managers (IAITAM).

Past Treasurer of The Greater Elkhart Pachyderm Club. Past Board Member of: Grissom Community Redevelopment Authority; Starke County Economic Development Foundation; North Central Indiana Private Industry Council; Kosciusko Development, Inc.; and Cass County YMCA.

PERSONAL INFORMATION

In my spare time, I enjoy playing basketball, golf and Chicago Blues.