Product Management, Global 2000 Marketing, SaaS, Enterprise Software, B2B Integration Services, Mergers, Acquisitions, Divestitures/ Strategic Business Planning / Enterprise Software Sales / Strategic Alliances/ Domestic & International Channel Development / Product Development / Strategic Consulting / Startups / Turnarounds / Re-invigorating Mature Businesses

**Board Advisor**, 08/2018-Present

**Win-Loss Agency & Market Driven Business**

* Provide guidance and support for marketing, demand generation, and sales activities

**Managing Director**, 01/2008 to Current

**DevelopmentCorporate** – Atlanta, GA

Corporate Development Advisory Firm for Enterprise & Mid-Market Technology Companies.

* Assist enterprise and mid-market technology companies in the evolution of their corporate development strategies, acquisition candidate sourcing, engagement, and development.
* Typical engagements include conducting technical and operational due diligence for private equity firms, developing business models and guiding the launch of startups, and assisting late stage technology companies in the development of new growth strategies and products.

**Owner**, 01/2012 to 12/2017

**John's Creek Liquors, LLC** – Johns Creek GA

* Launched and operated an upscale neighborhood liquor store with my wife.

**Chief Operating Officer**, 05/2010 to 11/2011

**Stonebranch, Inc** – Atlanta, GA

Privately held global provider of data center automation solutions

* Promoted to COO after leading a successful restructuring of the company due to a liquidity crisis. Responsible for Marketing, Worldwide Sales, Development, and Customer Support.
* Led the acquisition and integration of a startup company that positioned the company to expand and grow.

**Director Product Management**, 05/2010

**Stonebranch** – Alpharetta GA

* Responsible for leading a team of product owners that oversees the company's three major solution offerings in an Agile development process.
* Lead business development efforts with strategic partners.
* Responsible for leading new strategic planning process to re-position the company for greater growth and success.

**Managing Director**, 12/2008 to 01/2010

**DevelopmentCorporate** – Atlanta, GA

Corporate Development Advisory Firm for Enterprise & Mid-Market Technology Companies.

* Assist enterprise and mid-market technology companies in the evolution of their corporate development strategies, acquisition candidate sourcing, engagement, and development.
* Typical engagements include conducting technical and operational due diligence for private equity firms, developing business models and guiding the launch of startups, and assisting late stage technology companies in the development of new growth strategies and products.

**Executive Vice President & General Manager**, 08/2007 to 12/2008

**EasyLink Services International Corporation** – Atlanta, GA

90M publicly traded B2B technology services focused on providing on demand messaging and supply chain services to Global 2000. Combination of the former Internet Commerce Corporation and EasyLink Services

* Responsible for leading a global team of service line executives and the corporate project management office for a $90M+public company focused on the on demand messaging and SaaS supply chain services.
* Responsible for establishing strategic direction and roadmap for the newly integrated company (Internet Commerce Corporation and EasyLink Services).
* Completed two strategic divestitures within 90 days to re-focus company on core market opportunities. Divestitures generated almost $6 million in cash.
* Led significant cross organizational effort to assess and remediate all products, services, and production operations, resulting in 70% reduction in production outages which were threatening strategic customers and core revenue streams.
* Secured a strategic repositioning of the company in the Gartner Group's Magic Quadrant for Integration Services.
* Provided support for various buy and sell-side corporate development activities.
* Also served as General Manager of EasyLink's EDI Managed Services operations. Reorganized EDI Service Bureau to create a highly effective and profitable operation. Arrested revenue decline and produced almost a 20% year over year revenue increase.

**Managing Director**, 01/2007 – 06/2007

**DevelopmentCorporate** – Atlanta, GA

Corporate Development Advisory Firm for Enterprise & Mid-Market Technology Companies.

* Assist enterprise and mid-market technology companies in the evolution of their corporate development strategies, acquisition candidate sourcing, engagement, and development.
* Assist in the structuring and execution of diligence activities, acquisition integration, and rollouts.
* Retained by Internet Commerce Corporation to structure and support due diligence and acquisition integration activities for their acquisition of EasyLink Services.

**Senior Vice President, Strategic Business Development**, 4/2005 to 01/2007

**Inovis, Inc – Atlanta, GA**

150M provider of EDI and B2B network and software solutions owned by Golden Gate Capital and Cerberus Capital Management.

* Combination of former Harbinger Inc., Extricity, IPNet Solutions and QRS businesses.
* Played a critical role in generating over $115 million return for investors - a 2.8x return on investment in less than three years.
* Responsible for development of Inovis corporate development strategy.
* Sourced and evaluated over 125 M&A opportunities.
* Led substantive engagement with 25 opportunities.
* Conducted 20+ diligence investigations.
* Supported multiple sell-side initiatives.
* Developed network of 200+ investment banking and corporate development specialists to accelerate deal flow.
* Responsible for developing / delivering acquisition briefing packages for board of directors, lenders, and outside advisors.

**Senior Vice President & General Manager**, 09/2004 -04/2005

**Inovis, Inc.** – Alpharetta GA

* Managed Electronic Commerce General Manager of $6M / 65 person EDI service bureau based in New York City that was acquired by Inovis via its acquisition of QRS Corporation.
* Chartered with executing turnaround of business and eventual disposition through strategic sale or relocation.
* In first 30 days restructured business to cash flow break even.
* Improved EBITDA margins 25% from -9% to 16% in two months.
* Divested the business to a strategic partner for over $6M in consideration.

**Senior Vice President Client Services**, 12/2003 -09/2004

**Inovis, Inc.** – Alpharetta GA

* Responsible for all customer support and professional services activities on a worldwide basis.
* Responsible for four business units (software product support, EDI VAN network support, outsourced EDI support, and professional services).
* Responsible for 100+ employees in five locations, $8.8M expense budget, $32M in maintenance revenue, and over $20Min EBITDA contribution.
* Responsible for leadership and execution of 2004 Inovis VAN "SOHO" program that moved 1,500 network customers onto prepaid annual subscriptions. Generated $2.9M in cash in first 40 days of 2004, reduced F&A billing and collection workload by 90%.
* In 2004 materially exceeded gross margin contribution targets through above-plan maintenance retention rates, and under-ran operating expenses by 25%.

**Vice President Product Management**, 04/2003 to 11/2003

**Inovis, Inc**. – Alpharetta GA

* Recruited to rebuild product management and product marketing organization.
* Upon arrival led effort to redevelop company's entire strategic and operational plans.
* Played a major role in restructuring of company in summer 2003 that grew EBITDA margins from 8% to 35%.
* Responsible for three major lines of business software products (10 products covering EDI mapping and transformation, B2B integration, & AS2 communications), EDI Value-Added Network (3rd largest EDI VAN in marketplace) and outsourced EDI services

**Vice President Business Development**, 07/2002 to 12/2002

**Saba Software** – Redwood Shores, CA  
$60M provider of Human Capital Management Solutions

* Senior executive responsible for all M&A activity for $60M publicly traded enterprise software firm.
* Established M&A infrastructure (policies, procedures, tools, etc.), developed overall acquisition strategy, evaluated and prosecuted six acquisition opportunities.
* Developed overall strategic alliance strategy, provided support for annual and quarterly business planning processes.

**Vice President Marketing**, 04/2002 to 07/2002

**Saba Software** – Redwood Shores, CA

* Recruited by new CEO to restructure and turn around marketing organization.
* Managed staff of 26 and budget of $6M.
* Responsible for product management, product marketing, corporate communications, analyst relations, and competitive intelligence.
* Moved product management from development into marketing.

**Chief Marketing Officer**, 11/2000 to0 9/2001

**Lumenor, Inc** – Atlanta, GA

Pre-revenue SaaS startup providing billing and customer care solutions for the deregulating energy industry that failed to obtain sufficient funding to continue operations.

* Senior executive responsible for all marketing and business development activities for SaaS start up providing billing and customer care solutions for the deregulating electric, water, and gas utility marketplace.

**Vice President, Business Development 06/2000 -11/2000**

**ObjectSpace, Inc** – Dallas, Texas

Former provider of B2B infrastructure software that failed to acquire funding required to continue operations

* Responsible for business strategies, strategic alliances, and M&A activity for $40M B2B infrastructure software provider.
* Led major strategic planning effort to redefine target markets, strategic plans and operating tactics.
* Created new repeatable, scalable direct selling model.
* Negotiated and implemented three new strategic alliances in first 90 days.

**Vice President Marketing**, 02/2000 to 06/2000

**Computer Associates International** – Dallas, Texas

$6B Independent Software Vendor

* After CA's acquisition of Sterling Software, served as Vice President, Marketing for the majority of Computer Associates application development tools product lines.
* Major achievements included retaining 25 out of 26 marketing staff members through the acquisition.
* Managed the movement of Sterling Software's planned annual customer conference from Dallas to New Orleans so that it could be held 8 weeks earlier than planned and in conjunction with CA's annual customer conference
* Managed the integration of Sterling Software's application development tools product lines into the overall CA product portfolio.

**Sterling Software, Inc** – Dallas, Texas 01/1994 to 01/2000

A $1B provider of application development, systems management, and business intelligence software products. Acquired by CA in April 2000.

**Group Vice President Business Development**, 12/1997 to 02/2000

**Sterling Software** – Dallas, Texas

* Reporting to Group President, responsible for business strategies, mergers, acquisitions, strategic alliances, and tactical operational planning for $300 million Group at Sterling Software that managed 4 operating divisions on a worldwide basis.
* Led planning, due diligence, business integration, and rollout of two acquisitions: Synon Corporation ($80M) and Cayenne Software ($40M). Led evaluation of 15 acquisition candidates though legal and financial due diligence. Led 5 divestitures in 2 year time frame that generated over $12M in cash.

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**Acting Vice President Marketing**, 10/1999 to 02/2000

**Sterling Software** – Dallas, Texas

* In addition to Group Business Development responsibilities, served as acting VP, Worldwide Marketing for Group's largest operating division.
* Designed strategic shift of Sterling's AD tools business to eBusiness.
* Designed and implemented reorganization of department into four product line management organizations that had worldwide responsibility for marketing, product development, business development and sales strategies and tactics.
* Designed and implemented product line financial management function under which product line managers assumed worldwide responsibility for product line revenue and profit goals.
* Implemented integrated marketing and sales campaigns designed to directly drive repeatable sales activities for each product line.

**Senior Director Product Management**, 06/1997 to 12/1997

**Sterling Software** – Dallas, Texas

* Product Line director for COOL :Gen, the industry leading enterprise application development solution. Product line generates over $200M on a worldwide basis each year.
* Redeveloped product strategy, roadmap, and release plan after Sterling's acquisition of Texas Instruments Software. Achieved record quarterly product revenue results ($65M Q497). Also played key role in the business integration planning for Sterling Software's acquisition of Texas Instruments Software.
* Responsible for designing and implementing new product management function and launch of new integrated product strategy.

**Director Business & Market Development**, 01/1997 to 06/1997

**Sterling Software** – Atlanta, Georgia

* Established long term product strategy for Sterling Software's Application Development tools business which guided business from 1997 through 2000.
* Worked with industry analysts to establish and reinforce product positioning.
* Established and managed strategic technology, consulting, and reseller agreements.
* Developed and closed two strategic technology alliances and one sales alliance.
* Actively supported domestic and international sales activities.
* Served as evangelist for Application Development tools business.

**Director Labs,** 01/1995 to 01/1997

**Sterling Software** – Atlanta, Georgia

* Development team leader for Sterling's business modeling and database design products (COOL:Biz). Managed team of 15 developers for 3 major releases and 2 minor releases.
* Responsible for product requirements, release planning, product specifications, product development, quality assurance, technical writing, competitive analysis/intelligence and field rollout.
* Served as primary interface between development and marketing/sales organizations.
* Also provided technical due diligence support for merger/acquisition activities.

**Director International Sales, 03/1994 to 02/1994**

**KnowlegeWare Inc**. – Atlanta, Georgia

$60M provider of Computer Aided Software Engineering tools.

Acquired by Sterling Software 12/1994

* Based in Amsterdam, The Netherlands, led a multi-discipline strategic account team selling to key accounts in Northern Europe. Implemented comprehensive strategic solution sales approach.
* Successful in having large customers standardize on KnowledgeWare's entire AD tools portfolio.
* In one account, successfully reversed decision to displace Sterling products with a competitor's product portfolio. Went on to sell over $5M in new product to same customer over 5 year period in addition to generating over $3M in maintenance revenues.

**Executive Director Professional Services**, 02/1992 to 02/1994

**KnowledgeWare, Inc.** – Atlanta Detroit, GA

* Full P&L responsibility for development, sales and delivery of application development-centric professional services, managing a staff of 5 consulting managers and over 80 consultants in 5 locations.
* Extended business model from time and materials services to fixed price, high value consulting engagements.
* Grew revenues from $12M to $17M in 18 months.

**Manager, BPR Practice** 01/1985 to 01/1992

**Computer & Engineering Consultants, Ltd** – Detroit, Michigan

Acquired by KnowledgeWare 12/1992

* Responsible for Information Strategy and Business Process Re-engineering practice for nationally recognized consulting firm.
* Responsible for marketing, sales, service development, and project execution.
* Pioneered use of fixed price accelerated strategic planning process that reduced the time, resources, and expense of IT strategy and BPR projects from 6 months to less than 6 weeks.
* Conducted over 50 strategic planning projects for Fortune 1000 clients in the automotive, energy, financial services, manufacturing, and process manufacturing markets.
* Authored strategic planning methodology
* Taught over 200 methodology and tools seminars.

**EDUCATION**

Dartmouth College

Attended: 1980-1982