

DAVID E. TURNER

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Career Summary

Highly skilled and motivated technology sales and marketing leader with a proven track record of exceeding goals and improving the financial position of groups and companies. Demonstrable success in large corporate environments as well as small businesses. Expert at developing and managing channels/partnerships/alliances, business development, program/account management, talent sourcing, process implementation and sales force automation in enterprise sales software markets including document management, Software as a Service (SaaS)/Cloud, business process automation systems, hardware solutions for data centers, ecommerce, CRM systems such as Salesforce and more. Achieve revenue growth through establishing and growing relationships with end users, as well as developing Channels through VARs, OEMs, Consultants and Systems Integrators with experience in Finance, Legal, Retail, Education, Healthcare, Manufacturing, Government, Construction, Power Technology and more. Keywords: Leadership, field sales, strategic, mentor, flexible, vision, inspire, trust.

BUSINESS EXPERIENCE

Channel Sales Manager – Americas

Nov 2019 – Present
Raleigh, NC

Stromasys, Inc.
Stromasys is the original and leading provider of enterprise-class cross-platform virtualization solutions for PDP-11, Digital VAX and Alpha, HP 3000, and SPARC servers. The company extends the life cycle of business and mission-critical applications through virtualization, modernization, and system enhancement.

Responsibilities include finding, engaging, contract execution, enabling and then managing all resellers across North and South America. **Keywords:** software, emulation, legacy, virtualization, AWS, OCI, Azure

Senior Manager – Channel Sales

Mar 2018 – Nov 2019
Raleigh, NC

M-Files, Inc.
Privately held award winning enterprise content management software company with worldwide headquarters in Finland and US headquarters in Dallas. Included in the Gartner Group's Magic Quadrant for Enterprise Content Management 2012/13/14/15/16/17/18. 50+% year on year growth for the last 7 years largely through success with channel-based revenue growth. Refined M-Files value proposition for better success.

Keywords: SaaS, Cloud, EIM, ECM, Digital Transformation, AI, Data Management, Content Management

Responsible for finding, engaging, contract execution and enabling new partners in North America.

Achievements

- **Successfully recruited 27** new strategic alliance/reseller partners in first 17 months
- **Close to \$1M (at partner discounts) in ARR** (annual recurring revenue) generated by these new partners to date

Channel Manager – SE/Mid-Atlantic

Jun 2012 to Feb 2018
Raleigh, NC

M-Files, Inc.
Hired to develop a high performing regional alliance sales program throughout the SE/Mid-Atlantic USA. Target partners include competitive ECM and other solutions providers, Systems Integrators, multi-location equipment dealers, large MSPs (Managed Service Providers), and consulting services providers. Duties include research, recruiting, contract negotiation, product demos, partner training, hosting webinars for new partners and their customers, developing marketing programs and account management. Building strong partner relationships is the key to success in this role.

Achievements

- Trained existing sales team on cold calling and partner recruiting methods and processes
 - **Resulted in 25% increase** in new partner recruitment by Channel Team
- Built active pipeline of over 100 potential partner candidates
 - **Closed 2** new authorized resellers per month average
- Managed NE Territory as well for 6 months until new CAM hired

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- **Closed \$200K in ARR**
- Number 1 in channel sales revenue worldwide for 2017 as of June 30, ended the year #1 in NA
 - Annual ARR growth YOY
 - **2013 - 116% 2014 - 106% 2015 - 25% 2016 - 79% 2017 - 20%**

President

Summit Consulting Services

Jan 2007 – June 2012

Raleigh, NC

Privately held sales consulting, project outsourcing, technical staffing and contract recruiting firm providing specialized services to the Triangle for over 20 years. Clients include SAS, Quintiles, Tekelec, Hill-Rom, OSIsoft, DataFlux, Global Software, Gilbarco, Power Analytics Corp, EDSA, eView Technologies, Peopleclick, BB&T, First Citizen's Bank, WRAL/Fox50, Becton Dickenson, Centice, GlaxoSmithKline, Lucent, Revlon and more.

Purchased company as an investment and have worked to add new clients and grow existing accounts. I was offered the opportunity to join M-Files in mid-2012 and be a key contributor to their explosive growth.

Vice President – Sales and Marketing

Plan Express, Inc.

Jan 2005 – Jan 2007

Memphis, TN

Privately held document management company providing printing and logistics services for the construction industry. Clients include The Gap, Williams Sonoma, Johnson & Johnson, Home Depot, Lowes, Toys R Us, Bebe, Starbucks, Staples, PF Changs, FedEx Kinkos, Footlocker, Autozone, Kirklands, Liz Claiborne, Sloane Kettering, Bethesda Memorial Hospital, Memphis International Airport and large Architects and GCs in the US.

Brought in to lead team through transition from Founder led startup mentality to professional sales process integration. The sales model included a major presence and sponsorship of 7-10 industry trade shows each year. I developed new messaging, booth materials and literature, traveled to and managed all events.

Achievements

- Re-organized existing sales team into geographical territories and created a repeatable deal closing process.
Recruited and onboarded 6 new account managers from CA to NY
- Developed and implemented new compensation system focused on growing existing clients and winning new accounts
- Developed outbound marketing campaign including a refreshed logo and new company message
- **Achieved 42% revenue growth 2005 vs 2004**
- Created detailed Bus Plan and Strategy for FY06 with goals and supporting action plans (first in company history)
- **Achieved 31% revenue growth 2006 vs 2005**
- Developed aggressive Bus Plan and Strategy for FY07 to achieve 40% growth over '06 with specific revenue bands and sources identified. Delivered on forecast at an 90% level.

Vice President – WW Sales and Marketing

Visara International, Inc.

Jan 2003 – Jan 2005

Morrisville, North Carolina

Privately held technology manufacturer with 35 years of experience (formerly Memorex-Telex) providing mainframe console and controller software and hardware solutions for data centers of Fortune 500 companies and State and Federal agencies as well as desktop computing solutions across all vertical markets. Major accounts include Wal-Mart, Daimler Chrysler, Wachovia, Bank of America, State of CA, State of TN, O'Reilly's Auto Parts, Meijer Stores, Safeway Stores, EDS, Perot Systems and the FAA.

Brought in to develop and execute sales and marketing strategies for growth, primarily in the desktop solutions space.

Achievements

- Recruited proven top talent for Marketing team to create and execute re-branding program and increase market share
- Selected, customized and implemented real time online sales management system
- Re-structured all variable compensation plans to align with business plan and corp. goals
- **Grew team from 13 to 34 (161%) over an 18 month period**

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- Posted **record profit in FY03 with 11.6% EBITDA** (Operating Profit) vs plan of 10.6% (109.4%)
- Ended 1st half FY04 (June 30) at **167% of Operating Profit** plan
- Ended FY04 at **145% of Operating Profit** plan on **revenue of \$40M**

North American Dir of Sales

DataDirect Technologies

Leading developer of database drivers sold to fortune 1000 companies incl. Oracle, Sybase, IBM and others.

Jan 2002 – Dec 2002

Morrisville, North Carolina

I was brought in by new VP of Sales to help rebuild a declining sales team.

- Increased revenue by 30% over prior year.
- Increased margin by 15% over prior year.
- Management changed and company was sold to Progress Software.

Vice President – Sales NA/SA

FormScape, Inc

Pre-IPO enterprise software developer marketing an output management and data transformation solution to Fortune 1000 clients such as American Airlines, Daimler Chrysler, Carnival Cruise Lines, Merrill Lynch, Calvin Klein, State of MI and others.

Jan 1999 – Dec 2001

Morrisville, North Carolina

Responsible for developing and implementing business plans and strategies to take what had been a hardware company and migrate it into a successful and growing enterprise software company. Responsible for Direct and Channel sales. Very heavy trade show based sales model. Attended and managed more than 20 large events.

Achievements

- **67%-80% revenue growth year on year** respectively for FY 2000 and FY 2001
- **#6 on Deloitte and Touche Fast 50 in NC** for 5 year growth of 2,921% in FY 2000 on **revenue of \$13M**
- **#7 on Deloitte and Touche Fast 50 in NC** for 5 year growth of 3,000% in FY 2001 on **revenue of \$19M**
- **#32 on Deloitte and Touche Fast 50 in NC** for 5 year growth of 950% in FY 2002 on **revenue of \$28M**
- **#143 on D & T Fast 500 nationwide** in FY 2000
- **#421 on Software Magazine's top 500 software companies** 2001
- **Built team of 38 top level sales professionals starting from zero in 18 months**

EDUCATION

Master Business Administration – Incomplete due to relocations

St. Edwards University, Austin, Texas

Keller Graduate School, Chicago, Illinois

Bachelor of Arts, Behavioral Sciences

National-Louis University, Lombard, Illinois

Associate of Applied Science, Industrial Electronics

Ferris State University, Big Rapids, Michigan