

DAVID P. WALLACE

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EXECUTIVE DIRECTOR/GENERAL MANAGER

Create | Grow | Turn Around

An innovative leader who brings entrepreneurial experience gained from starting multiple businesses and running others, David Wallace excels in developing people and sales processes, growing enterprises, leading organizations to profitability, and turnarounds. He is noted for aggressive objectives, developing and implementing strategy, leading plan development, meeting milestones, and motivating teams.

Adept at the most critical aspects of an organization, David sets vision and direction, creates focused strategies to target markets, communicates clearly and persuasively, develops high-performance people, and creates ongoing relationships. For over 30 years, his personal qualities of insight, vision, problem solving, tact, and diplomacy make him a valued partner. Some examples:

- Founded/built a multimillion-dollar marketing services firm from a \$30,000 investment, developing business relationships with major corporations (IBM, GE, FedEx)
- Enabled a client to compete successfully for \$1 billion-plus government projects by creating a concept design and managing the project team in developing an app that tracks product accessibility characteristics
- Built/led strong business units at multiple companies that consistently met or exceeded target objectives
- Restored to profitability a computer training business through aggressive revenue generation, overhead reduction, and contract renegotiation
- For a consortium of three multibillion-dollar companies, designed inter-company, internet-based communications system to support community-focused initiative
- Rebuilt the sales and marketing organization for an industrial services company, leading to expansion throughout the US, the Caribbean, and South America

(ENTREPRENEURIAL)
Founder and President

WALLACE MANAGEMENT GROUP, LLC
Wilton, CT • 2006-Present
(Strategy consulting)

David founded this consultancy to provide strategic leadership to growth businesses with revenues from \$20 million to over \$250 million.

- Chief Revenue Officer (sales and marketing) for private-equity owned, leading third-party fiber-optic transceiver provider.
 - Developed and implemented sales strategy upon recruitment in January 2018
 - Increased revenue by 17% in 2018 following 6% decrease in prior year
 - Changed business culture to positive, goal-oriented, customer-focused, and collaborative environment
 - Designed and implemented target-based compensation plans and strategic territory plans
 - Reorganized sales team to target key customers, prospects, and industries
 - Recruited and hired sales leadership team to drive future growth
 - Developed 2019 corporate strategic operating plan; presented to and accepted by Board of Directors
- Led strategic sales and marketing efforts for Google premier business partner including implementing account management, territory planning, and creating compensation plan tied to corporate goals
- Negotiated management buyout of the healthcare division of a communications company
- Introduced solution and consultative selling concepts to rapidly growing bank in Russia

(ENTREPRENEURIAL)
Founding Partner &
Principal

THE SALES MANAGEMENT GROUP, LLC
Wilton, CT • 2013-2017
(Strategy and sales management consulting)

David guides companies to execute their sales vision by providing sales organization structure and tools:

- Ensures sales team is aligned with the company's mission, goals and strategy; defines roles and responsibilities within the sales organization and develops clear lines of communications between sales management and the rest of the company
- Develops and implements programs and processes to support sales, including compensation plans, territory definition, sales pipelines, territory management, forecasting, and information systems

Managing Director,
Global Coin Products

TALARIS, INC.
Lisle, IL • 2010-2013
(World expert cash-handling solutions)

David led Talaris' worldwide coin-processing business, featuring high-speed, high-volume coin sorters, single-pass counterfeit coin detection, and retail coin dispensers. He reported to the President of Talaris North America.

- Defined and executed global business strategy for coin business unit. Managed engineering and product management teams, and coordinated sales efforts of direct and indirect teams worldwide. Directed marketing staff in development and implementation of local market-focused strategies and programs
- 43% EBITDA and 26% revenue increases in first year, by developing/implementing global strategy to turn around and grow the coin business; 12% COGS reduction, by leading engineering team to develop product innovations that reduced costs and met market demand; 25-person reduction in manufacturing fixed headcount, by outsourcing manufacturing and assembly to contract manufacturer

Vice President,
Sales and
Marketing

TURBINE GENERATOR MAINTENANCE, INC.
Cape Coral, FL • 2008-2009
(Leading maintenance provider for industrial turbines)

David reported to the President and CEO, with P&L responsibility for the US, the Caribbean, and South America. Created and implemented sales/marketing strategy, rebuilt sales force by recruiting and training experienced technical sales representatives, and designed/introduced marketing collateral with consistent branding.

- Instituted metrics to track sales performance; delivered over \$30 million in new business; recovered more than a dozen "lost" customers; leveraged industry database to provide competitive advantage
- Streamlined proposal and contract processes for faster turnaround for proposals, accurate pricing and consistent contract terms and conditions

(ENTREPRENEURIAL)
Founder and
Managing Partner

MARKETLINK LLC
Wilton, CT • 1995-2006
(Fortune 500 Sales enablement programs)

David founded MarketLINK to work with Fortune 500 clients to build communication bridges from corporate headquarters to field sales teams/customers. Long-time clients: IBM, GE, FedEx, Deloitte & Touche.

PRIOR EXPERIENCE

RIGHT SOURCE, INC.
General Manager, Education and Training

GE CAPITAL COMPUTER LEASING
Western Regional Sales Mgr, Dir. Sales Operations

REDWOOD CAPITAL CORPORATION
Vice President, Sales and Operations

IBM CORPORATION
Marketing Manager/Sales Manager

EDUCATION

Columbia University, New York, NY
MBA, Marketing/Finance

Georgetown University, Washington, DC
BA, Economics

COMMUNITY AND PROFESSIONAL AFFILIATIONS

Marketing Executives Networking Group	<i>Member</i>	2006-2017
Association for Corporate Growth	<i>Member</i>	2014-2016
Fairfield University, Dolan School of Business	<i>Guest Lecturer, Sales and Management</i>	2016-2017
Wilton High School Debate Team, Wilton, CT	<i>Team Advisor</i>	2016-2018
Connecticut Debate Association, Wilton, CT	<i>Judge</i>	2009-2018
Georgetown University, Washington, DC	<i>Alumni Admissions Interviewer</i>	1987-present
Wilton Parks and Recreation, Wilton, CT	<i>Commissioner</i>	2001-2009
Wilton Education Foundation, Wilton, CT	<i>Board of Directors</i>	1998-2001