

David P. Wallace

Wallace Management Group, LLC



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RELEVANT EXPERIENCE

David Wallace is a sales and marketing executive who primarily works with \$20 million- \$200 million B2B tech companies. His distinguished career includes:

Founder, Wallace Management Group. David founded this strategy and sales consultancy. Key engagements included stepping into a third-party provider of network equipment to reorganize the sales team, introduce a sales compensation plan tying sales rep commissions to corporate goals, recruit and hire a VP of sales for new business territories, and recruit a senior VP of sales and marketing.

Partner, Revenue Growth, TechCXO. Fractional and interim Chief Revenue Officer and Chief Sales Officer. Developed sales organizations for SaaS companies in multiple industries including anti-money laundering and biopharmaceuticals.

Principal & Founding Partner, The Sales Management Group. This firm guides companies to execute with the sales organization structure and tools they need to succeed. Key, successful engagements included:

- Developed strategy and compensation plans for a leading distributor of nutritional food additives
- Created and delivered a customized, multi-day B2B sales training program for top provider of kitchen and bath plumbing fixtures
- Designed the restructuring of the US sales organization for a German manufacturer of professional cutlery

Managing Director, Global Coin Products, Talaris, Inc. David led the company's coin business unit, a maker of high-speed, high-volume coin counters and sorters for banks, credit unions, retailers and other cash-intensive businesses around the world. His efforts led to 25%+ increases in revenue and 40%+ increases in EBITDA. David also led product innovations and international sales.

In addition, David held executive sales and marketing positions with **Turbine Generator Maintenance, MarketLINK, RightSource, Redwood Capital Corporation, GE and IBM.**

PERSONAL STATEMENT

I help companies define their goals, build their strategies and implement the sales and marketing plans, processes and systems needed to execute their strategies. Senior executive teams, PE Investors and boards most frequently call on me as an advisor, consultant or interim C-level executive such as Chief Revenue Officer or Chief Sales Officer to apply:

- Sales Leadership and Effectiveness
- Sales Process Management
- Marketing Programs
- Customer Success

PRACTICE FOCUS

GROWTH STRATEGY

- Business Model
- Go-to-Market Planning
- Sales Distribution Strategy
- Target Marketing

MARKETING SERVICES

- Brand Building
- Product Marketing Management

SALES

- Account-based Marketing & Sales
- Customer Success
- Key Account Marketing
- Opportunity Management
- Pipeline Forecast Management
- Sales Compensation
- Sales Process Design
- Sales Methodology
- Sales Talent
- Senior Executive Team Coaching
- Strategic Alliances

EDUCATION

MBA, Finance/Marketing
Columbia University

BA, Economics
Georgetown University

SECTOR EXPERIENCE

COMMERCIAL SERVICES (B2B)

- Consulting Services
- Education & Training Services
- Logistics
- Transportation

ENERGY

- Oil & Gas Equipment
- Misc. Energy Equipment

FINANCIAL SERVICES

- Asset Management
- Insurance (Life & Health)
- Private Equity

COMMUNICATIONS & NETWORKING

- Connectivity Products
- Computers, Parts & Peripherals
- Electronic Components
- Fiberoptic Equipment
- Telecom Service Providers
- Wireless Communications Equipment

PUBLIC SECTOR

- State & Local Government
- Higher Education
- Public Transportation
- United States Postal Service

SOFTWARE

- Application Software
- Business Productivity Software
- Communication Software
- Database Software
- Education Software
- SaaS