

# GARY J. DAVIS

Keller, TX 76262  
Linkedin.com/in/gdavis8

817.701.5835  
garyjdavisjr@gmail.com

## **EXECUTIVE SUMMARY**

Accomplished executive leader with over 25 years of experience driving digital transformation and technology strategies. Extensive expertise with diverse software systems. Entrusted with CEO role after demonstrating broad executive skills in operations and technology roles.

## **PROFESSIONAL EXPERIENCE**

### **MULHOLLAND – Midland, TX**

#### **Head of Technology (Consultant)**

**(2024 – present)**

A privately owned company providing excavation, disposal and professional cleaning services to oil and gas, pipelines, construction, utilities and environmental management industries across the southwest United States.

Reporting to the CEO. Defining and driving company technology strategy for sales, marketing, operations, finance, partnerships, and delivery.

- Reorganizing ERP system configuration and operational processes to provide foundation for accelerated growth and financial reporting efficiency
- Evaluate current managed service providers and augment as necessary
- Uncover and implement system integrations and automations to reduce time and effort to deliver services
- Strategically deploy technology to improve communications, provide transparency, capture KPI data, and remove data silos

### **HUMACH – Plano, TX**

#### **Chief Strategist (Consultant)**

**(2024 – 2025)**

A privately funded complete Global CX solutions provider for companies seeking to provide exceptional customer experiences. Humach provides a unique blend of humans and machines to deliver faster responses, consistency, infinite scale and best in market experiences.

Reporting to the CEO. Directing company growth strategy for sales, marketing, operations, product, and leading strategic partnerships, investor relations, patent profiles, and analyst briefings.

- Reorganizing sales pipeline management and stages enabling transparency across the organization
- Created and executed industry vertical marketing campaigns increasing top of funnel by 10X
- Designing industry specific use cases to support go-to-market activities
- Negotiating deal terms and contracts for strategic, go-to-market, reseller, and referral partners
- Leading patent strategy (one obtained, one provisional, and 5 in process)
- Collaborate with Product team on road map, security advancements, certifications, and customer deployments

## **ONEREACH.AI – Denver, CO**

### **General Manager (Ops, Finance, HR, Sales, Customer Success)**

**(2022 –2024)**

A private equity backed AI platform company. Provides Gartner Magic Quadrant leading software platform empowering organizations to leverage the power of cutting-edge conversational AI to automate solutions across their entire landscape.

Reported to the Board of Directors. Led management team to deliver on goals of founder and investors. Provided senior leadership to guide team and organization through an emerging market with a focus on an Enterprise client base.

- Responsible for staff of ~225 global employees
- Managed investor relationships and led quarterly Board of Directors meetings
- Responsible for organizational P&L, established financial controls, and expanded general ledger segments to improve P&L reporting, in particular cost of goods (reduced by nearly 50%), cost of sales, and gross margin (increased by 20 percentage points) resulting in improved SaaS metrics
- Executive Digital Transformation advisor to customers and prospects
- Reduced monthly close time and client invoicing process by over 65% resulting in improved cash flow, cash predictability, and a lower DSO
- Established operational processes and controls in finance, HR, and procurement
- Implemented Salesforce pipeline management including sales stages, close percentage, and expected close dates based on known prospect buying cycle resulting in organizational visibility of new client onboarding and sales team accountability
- Negotiated customer and vendor contracts leading to 95% capture of past due balances and vendor cost reductions of over 10%
- Implemented and managed annual budget process, including monthly performance against budget and implemented changes based on performance
- Worked with Sales and Customer teams to refine go-to-market and customer engagement while maturing internal talent and processes leading to 28% increase in NPS and a 3x growth of sales pipeline
- Converted client success team from discretionary bonus program to KPI driven bonuses
- Trusted advisor to Founder on all matters of the business, industry, finances, investment, customer, staffing, etc.

## **SMARTACTION, LLC (acquired by Capacity) – Fort Worth, TX**

### **Chief Executive Officer**

**(2019 –2022)**

A private equity backed SaaS AI technology company. Provides AI powered virtual agents by bringing together best-in-class technologies and services to deliver conversational AI as a fully managed experience.

Provided vision and leadership for \$14MM technology company. Led senior management team of 3 vice-presidents, CFO, CRO, and CMO to deliver shareholder value in a rapidly changing competitive environment.

- Determined strategic direction and empowered the organization to successfully execute
- Identified key verticals for product development and opened sales channels for those products
- Guided the release of 3 new products into the market over an 18-month window
- Reduced operating expenses by 35%
- Led short- and long-range planning with key customers and product team to take advantage of, and drive market innovation
- Led company to operational profitability (from (\$2.5M) EBITDA to \$1.2M EBITDA)
- Facilitated professional growth of management team leveraging leadership principals including Patrick Lencioni, Captain D. Michael Abrashoff, and others
- Achieved greater than 10% growth during COVID constraints
- Coordinated company and financial strategy with investors and the board of directors

**SMARTACTION, LLC (acquired by Capacity) – Fort Worth, TX**

**Chief Operating Officer**

**(2018 – 2019)**

Managed all aspects of company operations (Engineering, IT, R&D, Delivery, Design, Support, HR, Accounting).

Member of senior leadership team reporting directly to the CEO.

- Implemented delivery best practices to ensure success in client installs and deployments
- Deployed agile principals to the engineering and R&D departments
- Drove the creation of product road maps to enable a pro-active approach for the software offering
- Delivered efficiencies in processes leading to a 40% reduction in project delivery time

**FILMTRACK, INC. (acquired by City National Bank) – Studio City, CA**

**Executive Vice-President**

**(2014 – 2018)**

A fast-paced, high-growth, entrepreneurial company. Provides software platforms that organize and optimize intellectual property for media and consumer products companies.

Executive team member with management responsibility for five departments: IT, Account Relations, Client Success, Delivery, and Administration.

- Led all aspects of IT: systems development, personnel management, third party procurement and negotiations, system implementations, project management, client service, and compliance
- Drove conversion from traditional hosting solution to cloud-based hosting of SaaS product
- Managed team of engineers supporting global cloud infrastructure, storage of digital assets, and databases for software responsible for billions of dollars in business across more than 300 clients
- Implemented agile development methodology
- Redesigned product release cycle strategy and process, enhancing product predictability and
- Operationalized annual SOC 1 & 2 compliance and audits including zero issue inaugural audit
- Planned annual SG&A and capital budgets for technology and operations

**RLJ ENTERTAINMENT, INC. (acquired by AMC Networks) – Woodland Hills, CA**

**Senior Vice-President, Technology & Operations**

**(2011 – 2014)**

A premier independent licensee and distributor of filmed entertainment content and programming globally. Over 70,000 SKUs in company library.

Managed following departments globally: Information Technology, Supply Chain, Customer Service, and Production. Exemplary performance in IT roles rewarded with additional management responsibility over operations.

- Successfully migrated technology systems from in-house infrastructure to a cloud based model
- Architected global data exchange systems to provide seamless data exchange across internal, hosted, and third-party vendor systems
- Developed and implemented global digital asset management strategy, leading company through industry transition to digitization of content
- Selected and implemented integral business systems (ERP, Royalties, Rights Management, Digital Asset Management, BI, budgeting and planning, B2B/B2C e-commerce website)
- Operations and Technology stakeholder in annual SOx (404) audits
- Managed manufacturing and distribution of 10M annual units across multiple suppliers and warehouses
- Implemented demand planning principles resulting in higher inventory turns and lower obsolescence

**IMAGE ENTERTAINMENT, INC. – Chatsworth, CA**

**Vice President, Information Technology**

**(1992– 2011)**

Directed all aspects of technology within the organization. Also managed three operations departments: Customer Service, Supply Chain and Production.

- Led IT and operations transition to third party outsourced distributor
- Developed WMS system enhancements to reduce overall distribution costs
- Developed, deployed, and supported Oracle based WMS system
- Leveraged customer Point of Sale (POS) and Electronic Data Interchange (EDI) to achieve greater inventory turn-over and predictive replenishment
- Implemented a multi-warehouse VMI distribution process in conjunction with other independent studios to form a distribution consortium
- Various operations and sales management positions

**PROFESSIONAL MEMBERSHIPS**

Iggnition – Advisory Board Member 2022 – present

Vistage – 2020 - 2023

Fort Worth Leader Prime Class of 2021

Hot Status – Advisory Board Member 2010 - 2022

Hollywood Information Technology Society (HITS) – Advisory Board Member 2010 - 2014

Entertainment Content Protection Summit 2010 – Advisory Board Member

**EDUCATION**

University of California, Santa Barbara - B.S. Political Science