

FROM THE DESK OF  
**GARY J. DAVIS, JR.**

"There are many ways of moving forward, but only one way of standing still."  
– Franklin Delano Roosevelt

When companies find themselves poised for growth and in need of new leadership, they call on Gary Davis to re-inspire their cultures into sleek, humming engines of infectious productivity.

Most recently Gary, as General Manager, brought process and controls to OneReach.ai's HR, finance, delivery, and customer success teams. He also mentored a growing sales team and managed the private equity relationship for the company. Reporting to the Board of Directors, Gary worked with the Founder/CEO to focus the organization on the vision and provided an environment to operationally deliver on that vision.

In 2018, L.A.-based conversational AI firm SmartAction hired Davis as COO with the goal of improving project delivery for clients such as AAA (the Auto Club), DSW (Designer Shoe Warehouse), Royal Caribbean, and dozens more household brands. After reshaping the Engineering and Project teams into a cooperative Agile group, assembling a world-class Product team, and reducing project delivery times to clients by 40%, Davis was promoted to CEO within a year of his initial hiring.

Davis' technology vision enabled SmartAction to not only deliver ongoing enhancements to its high-touch Fortune 500 clients faster than any previous time in the company's history, and his Product vision took the company from a proprietary core tech structure into one that accepts off-the-shelf modules that deliver leading-edge enhancements. Under Davis' tenure as CEO, the Senior Management Team's makeup has gone from 100% male to a 40/60 male/female membership, and the employee base has grown more diverse, both ethnically and with respect to gender.

Prior to transforming SmartAction's operational, product, cultural, and technical landscapes, Davis helmed similar transformations in the entertainment technology space. As EVP of Filmtrak, Inc. (Hollywood's premiere intellectual property and digital asset vendor), Davis fundamentally transformed the company's IT strategy and operational tactics for tracking billions of dollars in digital assets for more than 300 entertainment-industry clients. Davis led similar transformations as SVP of Technology & Operations at RLJ Entertainment ("The Way Back," "Bone Tomahawk," and more than 70,000 other titles) and Image Entertainment including the design and implementation of top tier WMS systems and the conversion of the entire company supply chain to ensure business continuity during market format changes from laser disc to DVD to BluRay to streaming.

Davis has held memberships with the Vistage executive coaching organization, the Hollywood Information Technology Society, and the Fort Worth Leader Prime Class of 2021. He lives in the Dallas/Ft. Worth Metroplex with his wife, teenage son, and three adorable rescue dogs.

Davis' success is attributable to his unsinkable, infectious, positive attitude and the belief that company goals are achieved by setting a clear vision and empowering talented individuals to achieve that vision.