

KEITH A. BUCKLEY

keith@keithbuckley.com | www.linkedin.com/in/keithbuckley | Dallas, TX | Tel: 203.912.0144

CEO / PRESIDENT / BOARD MEMBER / PRIVATE EQUITY / TURNAROUNDS & GROWTH

High-growth and turnaround company leader, focusing on execution of growth strategies and operating improvements. Led teams through 6 successful liquidity events, including 2 IPOs and 4 private sales.

Federos, Dallas, TX

2020 to present

Private equity-owned, AI-optimized analytics and automation software provider for the leading global telecommunications carriers and 5G network operators, cloud-based service providers and large enterprises.

PRESIDENT AND CEO

Recruited by Evolution Capital Partners to drive revenue growth and profitability, integrate acquisitions, develop new markets and expand go-to-market strategies.

- ▶ **Implemented a new product development, support, marketing and sales focus on the core software platform and associated revenue-generating services.**
- ▶ **Restructured the organization, removed silos and streamlined operations.**
 - Oversaw a permanent reduction in office facilities and shift to work-from-home for worldwide operations.
 - Eliminated data centers and transitioned development infrastructure to virtual environments.
- ▶ **Reversed significant prior-year operating losses and cash burn.**
 - Generated positive EBITDA and cash flow within first 90 days.

The Switch Enterprises, LLC (The Switch), New York, NY

2017 to 2019

Private equity-owned, international provider of managed, private-cloud video production and transmission services for the world's largest broadcast, cable, OTT, government, enterprise and eSports content providers.

PRESIDENT AND CEO

Recruited by True Wind Capital Management shortly after their investment to replace the founder, develop new products and markets, increase profitability and lead the next level of growth of this \$80 million company.

- ▶ **Rebranded the company and launched 4 new services in new markets to increase growth opportunities.**
 - Gained a leading position in eSports, At-Home, enterprise, social media and studio production segments.
- ▶ **Grew the sales pipeline by over 10X to \$60 million and closed over \$32 million in new and recurring revenue contracts in fifteen months.**
 - Secured over 200 new customers, including many of the world's largest media and tech companies.
- ▶ **Grew EBITDA by 80% over two years.**
- ▶ **Integrated 2 acquired companies and generated significant new revenue from both.**
- ▶ **Restructured the organization, hired new financial, engineering, operations and sales management, rationalized operations and reduced fixed costs.**
 - Reduced SG&A and operating expenses by \$7 million in the first 12 months.
 - Addressed and corrected operations for higher quality and a more customer-focused service delivery.
 - Negotiated new multi-year network contracts yielding \$3.6 million in annual savings (12% reduction).
- ▶ **Implemented new financial systems and metrics and created new reporting systems.**
 - Created financial transparency and implemented a new CRM system and metric-based sales focus.

ASC Signal Corporation, Plano, TX

2009 to 2017

Private equity-owned, multinational designer and manufacturer of highly-sophisticated satellite earth station systems, air traffic control radar antennas and high-frequency antenna products for broadcast, defense, government and enterprise applications, with international operations in 14 countries on five continents.

PRESIDENT AND CEO

Recruited by Resilience Capital Partners to turnaround, build and lead this \$50 million distressed acquisition. Increased equity value from nearly zero and sold the company to CPI (a Veritas portfolio company) for four times invested capital in September 2015. Led the stand-alone operating division of CPI after close.

- ▶ **Hired a new management team, restructured the organization and eliminated redundant layers.**
 - Reduced SG&A by over 25% and increased revenue per employee by over 70%.
 - Established new quality, growth and profitability metrics and implemented company-wide programs to monitor and ensure success.
- ▶ **Led the company from a loss of \$7 million to earnings of \$8 million, enabling reductions in debt and continued investment in performance improvement.**
 - Combined 37% revenue growth and significant gross margin improvements with operating expense reductions to grow from a significant loss position to 16% EBITDA margins.
- ▶ **Reduced leverage by 40% by using increased cash profits to pay off term and revolving debt.**
- ▶ **Refined the go-to-market strategy and grew share through targeted customers targets and segments.**
 - Expanded geographic reach in Africa, the Middle East and Asia.
 - Refocused marketing and sales efforts on newly developing industry segments.
- ▶ **Took the company to market, managed the process with the advisors and completed a successful sale.**
 - Established the sale strategy, timing and target list, and then oversaw all aspects of the process.

Trusonic, Inc. (Mood Media), La Jolla, CA

2008 to 2009

Digital music and messaging company that provides a customized, branded technology platform, music library and distribution service for retailers, hospitality companies and digital out-of-home advertisers worldwide.

PRESIDENT

Recruited by the family office private equity sponsor to reorganize and lead the rapid expansion of the holding company's only revenue-producing unit. Enabled a successful IPO, subsequent acquisitions (including Muzak and DMX) and the transformation into Mood Media.

- ▶ **Built a new management team, structured a new business plan, redefined market focus and implemented new marketing initiatives.**
- ▶ **Improved profitability and increased EBITDA by more than 30% in the first 12 months.**
 - Grew revenue by 25% and new customer locations by 30% while maintaining operating expenses.
- ▶ **Secured ongoing growth with a 35% recurring services revenue increase in the second year.**
- ▶ **Developed and released a new state-of-the-art technology platform.**
 - Launched the industry's first completely solid-state device and associated web-based platform.
- ▶ **Improved customer service response times and reduced churn by rebuilding and expanding engineering and customer service departments.**

Juke Systems, Inc., Darien, CT

2005 to 2008

Developer of B2B and B2C mobile phone- and web-based software applications. Primary customers included mobile carriers, mobile phone users, and large corporations.

PRESIDENT & CEO

Co-founded and led the start-up of this innovative software applications company. Sold the company's software technology and all associated IP to Bio-Imaging Technologies, Inc. (NASDAQ: BITI).

- ▶ **Led development of the first mobile phone- and web-based SaaS product for managing and displaying emergency medical information – from concept to commercial availability in eight months.**
- Developed the concept, architecture and infrastructure. First to market with industry-leading application, which became the mobile component of the Microsoft HealthVault™ platform.
- ▶ **Led development of mobile vending machine and content delivery platform products for MVNOs.**
- Enabled 2.5 million annual transactions for sale and delivery of applications.
- Opened markets for MVNOs to generate new revenue sources and increase ARPU.
- ▶ **Took the company to market and completed a successful sale of the company's primary technology.**

InSight Telecommunications Corporation, Boston, MA and Darien, CT

1998 to 2004

Provider of international content delivery and related services for the media, government, enterprise and educational industries.

PRESIDENT & CEO

Co-founded this broadcast and broadband streaming solutions and data distribution services company. Architected a unique business model and established organizational infrastructures. Led a successful exit to an industry leader.

- ▶ **Drove revenues from start-up to over \$17 million in 3 years.**
- Established the company's media delivery strategies, digital service offerings and other services for international broadcasters, online media, cable companies, and telecommunications resellers.
- ▶ **Captured and maintained a 20% market share in the company's main business segment and leading market share in a smaller niche market segment.**
- ▶ **Restructured following a satellite failure that caused the company to lose a majority of its capacity.**
- Refocused services on profitable segments and quickly rebounded, resulting in a 7% increase in EBITDA.
- ▶ **Completed the sale of the company and generated shareholder return of 14 times invested capital.**

ADDITIONAL BOARD AFFILIATIONS**Trialon Corporation**

DIRECTOR

2015 – present

Aero Communications, Inc.

DIRECTOR

2015 – 2019

FanDistro LLC

DIRECTOR

2009 – 2019

EDUCATION

B.S., Telecommunications & Film – San Diego State University, San Diego, CA