



Nick Romano, B. Eng. Mgmt.
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416-518-8956
Toronto, Canada

CEO · Interim CEO · Independent Director Enterprise & SaaS Software

Accomplished CEO, senior enterprise technology executive, outside Director, and Advisor delivering successful outcomes through leadership, integrity, innovation, and empowerment for over 20 years. I leverage extensive experience in corporate governance, formulating and executing cross-functional strategic plans through my MasterPlan strategic planning framework and developing go-to-market strategies including product, pricing, marketing and sales. A revenue driven executive with a technical foundation focused on growing and scaling companies whether organic or externally funded. Recently honored by McMaster University's Engineering Faculty as being one of their Top 150 Distinguished Alumni for the role we've played in shaping Canada and the world.

Available for operational executive roles and select Board engagements.

Key Accomplishments

- **Co-founder & CEO of Messagepoint** (f.k.a. Prinova) a PROFIT500 company
- Created and launched **Messagepoint enterprise SaaS platform**
- **Successful pivot** from enterprise services to enterprise software
- Led **sales accountability** prior to building out the sales team
- **Doubled revenue** to \$20M in 3 years
- Grew annual recurring revenue to \$12M (**300% growth** over 3 years)
- Successfully negotiated a **\$17M USD Series A investment** to fund Messagepoint growth
- Scaled the company from **4 to over 100 employees**
- Solution being used by **over 60 enterprise customers** such as Citigroup, RBC, Cigna, Aetna, Manulife, TIAA, TD Bank & service providers such as Shutterfly, RR Donnelley, Xerox, IWCO Direct, Merrill Corporation & Williams Lea
- Named one of McMaster University Engineering **Top 150 Distinguished Alumni**

Experience

Independent Advisor 3Fours Toronto, ON

June 2017 – Present

Independent advisor and consultant helping software companies scale. Leveraging extensive experience in corporate governance, fundraising, formulating and executing cross-functional strategic plans, developing go-to-market strategies including product, marketing, and sales; I am a sales driven executive consultant focused on growing and scaling companies whether organic or externally funded. As a business advisor or member of your board of directors, I bring 20 years of in the trenches experience growing enterprise technology companies.

Highlights:

- “Lonely at the top” new CEO mentoring and coaching
- Corporate governance, Advisory and Board services
- Formulating and executing strategic planning leveraging my MasterPlan framework
- Product and pricing strategies
- Sales and marketing go to market strategies and execution
- Funding and fundraising pitch development



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Sr. Partner

November 2017 – September 2018

Indellient, Inc. Toronto, ON

As a member of the leadership team my mandate was to assist with a pivot from professional services to product with a core focus on Blue Relay; Indellient's enterprise software platform for collaboration, process automation, governance and business insight.

Highlights:

- Launched a new go to market strategy for Blue Relay
- Implemented a new sales and marketing strategy and operational process
- Redefined the pricing framework for the platform to maximize both adoption and value
- Increased recurring revenue by 30%
- Established a new platform roadmap driving increased innovation culminating in an early 2019 release of a new design including an AI based guidance engine.

Co-founder, CEO and Director

September 2009 – April 2017

Messagepoint, Inc. Toronto, ON

As CEO of Messagepoint, I successfully pivoted a successful professional services firm in the customer communications management space and launched a global enterprise SaaS platform called Messagepoint. Fortune 1000 companies use Messagepoint to enable their non-technical business stakeholders to have full control over their customer communications, delivering targeted, personalized experiences for their customers through any channel.

Highlights:

- Successful pivot from professional services to **enterprise SaaS** platform
- Grew customer base in North America and Europe to **over 60 enterprise customers** such as Citigroup, RBC, Cigna, Aetna, Manulife, TIAA, TD Bank and service providers such as Shutterstock, RR Donnelley, Xerox, IWCO Direct, Merrill Corporation and Williams Lea
- **Doubled revenue** to \$20MM and 100 employees in 3 years
- **300% growth** in recurring revenue to \$12MM over 3 years
- Successfully negotiated a **\$17MM Series A** investment to fund Messagepoint growth
- Established **global distribution partnership** with HP via HP Exstream (now Open Text Exstream)

Co-founder & President

January 2007 – September 2009

Prinova Software, Inc. Kitchener/Waterloo, ON

After 10 years building a successful professional services company, I identified a major gap in the customer communications technology landscape. Business stakeholders required more and more control over the content being delivered to their customers. The problem was that the existing technology was much too complex for non-technical people to use. Messagepoint was born.

Highlights:

- Created a stand-alone software company focused on developing product
- Dedicated team designed, developed and launched the first version of Messagepoint
- Signed first three enterprise customers within 8 months in pre-release; a multi-national financial services organization, a health care payer and merchant credit card company



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Co-founder & President

November 1998 – September 2009

Prinova Technologies, Inc. Toronto, ON

Co-founded Prinova in 1998 providing strategic consulting and professional services in the customer communications management (CCM) space. Establishing and leveraging key partnerships with organizations such as Pitney Bowes, Exstream Software, and IBM, Prinova provided consulting services to Fortune 500 companies in financial services, insurance, healthcare implementing complex customer communications solutions.

Highlights:

- Grew the company to \$8M in revenue and 40 employees
- Established partnerships with leading providers in the CCM space including Pitney Bowes and IBM
- Identified a new entrant in the CCM space Exstream Software (now Open Text Exstream) and established an early partnership that translated in to Prinova being the largest third-party integrator of Exstream globally
- Created and launched the Novacare customer care program
- Launched Communications Services practice

Industry Advisor Board, Engineering & Management Program

September 2017 to Present

McMaster University, Hamilton, ON

The Industrial Advisory Council is comprised of McMaster Engineering & Management alumni selected to offer input and guidance on choosing future directions, facing complex challenges, setting priorities, and garnering the additional resources necessary to maintain and enhance the program's excellence.

Member, The ExecRanks

October 2017 to Present

Toronto, ON

I am part of a team of executive leaders, advisors and consultants that assist companies of all sizes that are looking for the perspective and guidance of outside advisors through Board and Advisory work.

Board Credentials

- National Association of Corporate Directors
- Messagepoint Board member
- Industry Advisory Council, McMaster University
- ExecRanks, Advisor to their Board constituents
- Ready, willing, and able to contribute my experience to Management teams, as an Independent Director

Education

Bachelor of Engineering & Management

1994

McMaster University, Hamilton, ON

Hobbies & Activities

- Private Pilot
- Golfing
- Avid reader
- Spending time with my wife, 3 teenage girls and 8-year-old son