

RON WILSON

BUSINESS & TECHNOLOGY EXECUTIVE

Ann Arbor, MI

Scottsdale, AZ

734-657-4211

ron@corediligent.com

EXPERTISE

- Organizational Health
- Go-to-Market Strategy
- Sales & Bus Dev
- Customer Success
- Growth & Turnaround
- Alliances & Partnerships
- Operational Efficiency
- Pro Services & Consulting

EDUCATION

University of Arizona 1992
BS, Accounting & Finance

PROFILE

30+ years of building teams and organizations to deliver positive business and technology outcomes. Strategic thinker and lifelong learner able to quickly assimilate information to inform better business decisions. Strong focus on organizational health, building relationships, and influencing people to be their best to create performance-driven and engaged cultures. Practical experience across several roles, business functions, industries, and markets in self-funded, venture and private equity start-ups.

A passionate and optimistic leader motivated to be on remarkable teams that create legendary experiences and results. Pragmatic, focused, and disciplined with innate ability to “connect dots”. Devoted to serve with strong principles and values while being open-minded and flexible. My mantra is “It’s All Good!”

KEY SUCCESSES

- Achieved 20+% Annual Revenue Growth across 150+ New Deals
- Reduced Churn by 30%+ with 620+ Renewals
- Drove 2X YoY New Bookings & 5X Pipeline
- Created Partner Channels for 20%+ of Bookings
- Achieved 25+% Annual Revenue Growth
- Delivered NPS >22 & 90%+ Retention
- Drove Organizational Health & Governance
- Led FedRamp Approval to Expand \$10M+ Market
- Achieved 20% Annual Revenue Growth
- Expanded Partners to Drive 50%+ of Revenue
- Improved NPS & Churn Rates by Over 20%
- Drove Organizational Health & Maturity

EXPERIENCE

CHIEF EXECUTIVE OFFICER (CEO)

interviewstream • Chicago, IL • 2020 to 2021

(Video Interviewing, Scheduling, Preparation & Training SaaS • PE-backed)

Executive leader and Board member responsible for \$6M+ in SaaS Revenue. Established a performance-driven meritocracy culture with new Core Values and Strategic Anchors. Grew overall headcount by over 50% while top-grading low performers. Drove record New Bookings and Customer Logos while improving Retention, Expansion and NPS. Created a new business strategy and product vision differentiating the company and enabling a focus on Diversity, Equity and Inclusion. Launched a Podcast, TalentStorm, and drove greater brand and market awareness. Secured additional capital for growth.

CHIEF OPERATING OFFICER (COO)

YELLO • Chicago, IL • 2018 to 2020

(Talent Acquisition Software/Recruiting Operations SaaS • Venture & PE-backed)

Executive team member responsible for \$30M+ in SaaS revenue. Led the Management team and ran day-to-day operations to execute strategic and tactical business plans. Drove annual, quarterly, and monthly operational plans and activities. Led all revenue and market-facing functions. Partnered with the Board and Executive team to create and deliver business objectives and priorities. Implemented organizational governance and process improvements increasing productivity and efficiency. Drove organizational health and coaching to ensure a performance driven meritocracy culture.

SENIOR VICE PRESIDENT, WW FIELD OPERATIONS

CORE SECURITY • Atlanta, GA • 2016 to 2017

(Identity/Access Management, Pen Testing, Network Security • PE-backed, merged with SecureAuth \$200M)

Joined via acquisition of Damballa as the 4th tuck-in investment. Executive team member responsible for \$50M+ in global revenue across 20+ SaaS products and services. Led all market-facing teams including Sales, Channels, Customer Success, Professional and Managed Services, Customer Support, Education and Training, and Pre-Sales. Worked with the Board and Executive team to create and present our business objectives and priorities. Developed our Products/Services Revenue targets and go-to-market strategies. Streamlined business processes to ensure we were easy to do business with.

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- Delivered 90%+ Gross & 102% Net Retention
- Exceeded Annual Revenue Targets by +25%
- Drove the largest Sales in 2015 (United Healthcare) & 2016 (Shell)
- Helped Drive Company Sale & Due Diligence

- Created APM Cloud Strategy Generating \$10M+ in New Revenue
- Recognized as "Leaders" in Gartner APM Magic Quadrant
- Established Strategic Partnerships with Cisco, SAP, PTC & Hybris to Deliver \$25M+ in Sales

- Delivered over 30% Gross Profit & Grew Revenue from \$30M to \$70M+
- Led \$400K IT Outsourcing Project for West Marine
- Delivered a 3-yr IT Roadmap for Family Dollar

- Reduced Operating Costs by \$2.5M+
- Led IT Due Diligence & Integration for Eight Acquisitions
- Consolidated 4 Data Centers to 1 & Built-out a New Global Campus

VICE PRESIDENT, CUSTOMER SUCCESS AND PRE-SALES

DAMBALLA • Atlanta, GA • 2013 to 2017

(Network Security Software • VC-backed purchased by Core Security/K1 Capital PE Firm)

Executive team member responsible for \$10M+ in global on-premises product and service renewal and expansion revenue. Created the company strategy for Customer Success and built the organization to drive industry-leading customer retention and growth. Headed the Sales Engineering, Customer Success, Customer Support, Education and Training, Professional Services, and Managed Services teams. Helped orchestrate and drive due diligence activities for company sale to Core Security via K1 Capital.

DIRECTOR OF STRATEGY • PRODUCT MANAGEMENT • BUSINESS DEVELOPMENT

COMPUWARE/DYNATRACE • Detroit, MI/Boston, MA • 2009 to 2013

(Application Performance Management Software • Public company purchased by Thoma Bravo for \$2.4B)

Management team member that drove Application Performance Management category (Magic Quadrant) leadership. Created the Cloud (SaaS) strategy partnering with The Chasm Group. Responsible for defining target customers, solution development, business planning, sales and marketing strategy, pricing and distribution, operational execution, and overall roadmap. Ran the Product Management organization responsible for \$180M+ in revenue. Drove market analysis, product strategy, and business planning. Managed strategic business development creating sell-with/through OEM and integration partnerships to generate new revenue.

VICE PRESIDENT, SALES AND BUSINESS DEVELOPMENT

BURWOOD GROUP • Chicago, IL • 2006 to 2009

(Network & Security Consulting & Value-Added Reseller • Privately held)

Executive team member that drove national business expansion and developed new product and services offerings. Ran the west and east U.S. regions and was responsible for Business Development, Sales, Marketing, Partnerships, Consulting Services, Recruiting, and Operations. Transitioned governance structure to a functional model and assumed responsibility for Sales, Marketing, Alliances, Partnerships, and Operations. Partnered with Cisco, Microsoft, and EMC to develop and deliver enterprise solutions.

SENIOR DIRECTOR, IT

MERCURY INTERACTIVE • Mountain View, CA • 2003 to 2006

(Business Technology Optimization Software • Public company purchased by HP for \$4.5B)

Senior technology executive that led the global IT organization while revenue grew from \$300M to \$1B. Designed, delivered, and supported business and security technology across 70+ locations for 3,000+ users. Responsible for an annual \$25M operating and \$10M capital IT budget. Internal champion and external spokesperson for our category defining Business Technology Optimization (BTO) products. Performed due diligence on prospective acquisition targets.

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- Joined from Start-up to \$100M+ Revenue
- Sold \$50M+ in Product & Consulting services
- Lead Network & Security Architect for American Express
- Designed one of Top 10 Largest Mission-critical Networks & Security Environments

- Delivered Global Financial Planning & Analysis for Dial Corp & its Subsidiaries
- Sold Over \$1M in Additional Projects
- Drove Creation of Hyperion FP&A Practice

- Created Variable Expense Allocation Strategy
- Automated Financial Reporting Processes
- Developed Monthly, Quarterly & Annual Financial Reporting

- Campus Technology Store Founding Member
- Grew Business 50%+ YoY
- Learned Art of Sales, Marketing, & Vendor Negotiations

VICE PRESIDENT, SALES AND CONSULTING – PARTNER

CALENCE • *Tempe, AZ* • 1996 to 2003

(*Network & Security Consulting & Value-added Reseller* • Privately held purchased by Insight \$125M)

Equity owner and Executive team member that created, sold, and delivered IT management, infrastructure, networking, and security consulting services and products to Global 2000 and mid-market clients. Led the largest consulting office (70+ team members) overseeing Sales, Partnerships, Recruiting, Staffing, Operations, Service Delivery, and Solution Development. Developed the go-to-market strategies for Networking, Security, and IT Governance service offerings and practice areas. Partnered extensively with Cisco Systems to develop enterprise architectures and solutions. Led and delivered the most strategic network and security services engagements.

SENIOR CONSULTANT

ACCENTURE • *Phoenix, AZ* • 1994 to 1996

(*Global System Integrator* • Formerly Andersen Consulting)

Managed teams to deliver business and technology consulting services to global organizations with a primary focus on financial planning and analysis (FP&A). Worked with senior client leadership to digitize their financial and business intelligence solutions. Identified existing core accounting and finance processes and transitioned to new operational best practices. Partnered with Hyperion (Oracle) to develop global enterprise architectures and solutions.

STAFF ACCOUNTANT AND FINANCIAL ANALYST

MERCY HEALTHCARE/ARIZONA PHYSICIANS IPA • *Phoenix, AZ* • 1993 to 1994

(*Health Insurance Providers*)

Analyzed monthly and quarterly accounting data and developed standard and ad hoc financial reports. Designed actual and pro forma financial models, and delivered Activity Based Costing (ABC) analysis. Digitized core business processes and identified new technology solutions to automate redundant tasks. Worked with business unit leaders to develop and manage quarterly revenue and expense budgets.

ASSISTANT MANAGER, COMPUTER TECHNOLOGY STORE

UNIVERSITY OF ARIZONA – CAMPUS BOOKSTORES • *Tucson, AZ* • 1991 to 1993

(*Public University*)

While attending college, worked full-time to pay tuition and expenses. Directed a team of twelve associates to advise faculty, staff, and students on hardware and software technology solutions. Negotiated vendor contracts and evaluated, purchased, and priced computer hardware and software generating \$5M+ in sales. Consistently drove sales growth and introduced new product and service offerings.