

David Sherve

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SUMMARY

Senior strategic B2B marketing leader who has led both marketing and sales teams and focuses marketing energy on building great teams that have fun growing revenue, profit, and value. Deep experience marketing highly technical products and services. Strengths and areas of focus:

- **Establishing Clear Strategic Direction, Fresh Vision.** Assessing opportunity and capability, setting goals, building consensus, charting a new course, writing / energizing plans to win versus competitors. Doing this well increases speed, teamwork, and morale.
- **Building Industry Leading Go-To-Market Engines.** Includes smart, optimistic, results-oriented people; high levels of results-oriented activity; Try-Measure-Adjust approach; technology that drives visibility and efficiency; winning products; integrated programs (partners + marketing + sales); thought leadership; collaborative, motivated partners; digital marketing.
- **Websites.** Twenty years of experience building websites that drive sales leads, revenue, and loyalty. Cofounded digital marketplace that drives \$50M in leads/year with no paid marketing.
- **Leadership.** I love building outstanding teams that have fun and have built and led teams from 5 to 65 people. I am particularly skilled at building low-cost, high-impact teams.
- **Partnerships & Channels.** Establishing and energizing partnerships, including channel partners, industry consortiums, and informal referral networks. Partnerships are force multipliers.
- **Sales + Marketing.** The intense focus on achieving a monthly target and winning individual customers as a sales leader has sharpened my ability to generate productive leads and use marketing to motivate and energize salespeople.
- **Technology.** I deeply appreciate the visibility and efficiency of CRM and marketing automation systems, websites, and business intelligence systems and know how to select, implement, and leverage them.

PROFESSIONAL EXPERIENCE

Entrepreneur/CEO, TestUnlimited

(August 2017 – present) *Steilacoom, Washington*

Cofounded SaaS enabled marketplace whose mission is to help engineers speed to results and save money while also helping test and engineering vendors thrive. We have helped thousands of engineers and buyers find exactly the right test solution and generated \$75M in lead flow in 2022 for our outstanding vendor network. Traffic and lead flow doubled in both 2021 and 2022 – with no paid marketing.

Vice President of Marketing, Seagull Scientific

(June 2022 – August 2023) *Bellevue, Washington*

Seagull is a software firm transitioning its legacy offering to a SaaS model. Seagull was recently acquired by Peak Rock Capital, a private equity firm. Key accomplishments:

- Launched two all-new products, a mobile application for iOS and Android and a new flagship cloud labeling solution.
- Restructured marketing department and rebuilt the team, including six new hires – resulting in a dramatic improvement in skill, motivation, cadence, and performance.
- Voice of the customer – implemented new surveys, polls, and customer interviews to gain insight.
- Rebuilt portions of technology stack (Marketo, ZoomInfo Marketing OS, Umbraco CMS). Implemented new demand generation approaches (e.g., retargeting ads, LinkedIn Messages), increased activity (doubled email send volume and webinar registrants/attendees), improved lead generation performance (9k trials/mo, 13k web leads/mo), improved trial experience.

Senior Vice President, Sales & Marketing, Cetecom

(July 2017 – January 2020) *Milpitas, California*

Cetecom is a test and certification lab focused on wireless devices. This was a turnaround situation with recent and substantial revenue declines, serious morale issues, and new competitive threats.

- Upgraded sales and project management teams, stabilized revenues, achieved profit targets, crafted growth strategy.
- Implemented marketing automation system & linked to Salesforce.com. Built email and thought leadership programs - primarily digital marketing approach.
- Implemented basic sales processes and practices – quota setting, territory planning, major account planning, forecasting & backlog accuracy, Salesforce, consultative selling.
- Created Radio Center of Excellence, five companies within the wireless ecosystem who collaborated on go-to-market activities. Together we addressed a key industry problem (>50% of wireless devices fail at the certification stage) and drove growth for all members. First wave of activity resulted in over 500 webinar registrations and over \$1M of opportunities for Cetecom.
- Consultant July 2017-Aug 2017 and Aug 2019-Jan 2020. Employee Sept 2017 to Aug 2019.

Senior Vice President, Global Marketing & Business Development, ElectroRent

(August 2012 – July 2017) *Hayward, California*

During my first two years, I led both sales and marketing. This was a roll-up situation led initially by Lloyds Development and then Platinum Equity.

- While leading sales, grew highest margin business 32%, second highest margin business by 11% (twice market growth rate). Biggest win: \$11M/year, two-year rental contract.
- Rebuilt sales management team and modified compensation plan & sales incentives.
- Drove growth via integrated campaigns (marketing + channel + inside sales + field sales).
- Built digital marketing platform, SEO performance, technical content resulting in more than \$8M in qualified leads every month.
- Managed integration of new parent company's brand, systems, business model & culture.
- Technology enhancements: new website, quote system, marketing automation, salesforce.com.
- Created tools to streamline inventory investment decision making; invested \$40-\$65M per year.

Director, Marketing & Business Development, Burr Pilger Mayer

(2009 – 2012) *San Francisco, California*

Head of Marketing & Business Development for largest California-based CPA, wealth management and consulting firm. This was a rollup situation. BPM merged 7 firms, all led by entrepreneurs, and was working to build a cohesive culture and platform.

- Established business development team and rebuilt the marketing team
- Created new branding platform based on partners' passion and focus (client success) and created compelling collateral to enable partners and managers to sell effectively
- Initiated and rolled out consultative sales training (Forum Group)
- Created all-new website, SEO, Adwords and thought leadership program
- Implemented new CRM and marketing automation systems

Senior Manager, Global Marketing, Agilent (now Keysight) Technologies

(2007 – 2009) *Colorado Springs, Colorado*

Led 65-person team responsible for global revenue (\$265M) of the oscilloscope division. I was recruited to take share from Tektronix (market leader) via the distribution channel, which we did.

- Worked directly with regional vice presidents and channel partners around the world
- Rebuilt product marketing for value segment, including adding channel and demand generation teams within the oscilloscope division
- Created our oscilloscope story, 'scope days' initiative, and drove hundreds of successful channel events globally
- Led three product launches, resulting in \$70 million in revenue
- Grew oscilloscopes channel revenues by ~50%

Vice President, Marketing and Product Management, MetricTest

(2000 – 2007) *Hayward, California*

Helped talented founder and CEO grow and position his company for successful sale/exit. Led strategy, marketing, product management, web team & business development.

- More than doubled revenues and tripled profits during tenure
- Boosted inquiries >400% & cut marketing costs 40% by leveraging digital marketing
- Established & nurtured key partnerships resulting in 50% of the company's revenue
- Rebranded company to expand growth options and drive organic search performance
- Built/launched two all-new web sites, marketing automation platform & business intelligence system
- Prepared and played key role in delivering pitch to sell the company to financial and strategic buyers as part of the owner's exit strategy

Director, Strategy & Business Development, CSAA, a AAA Insurance Business

(1998 – 2000) *San Francisco, California*

Led strategy, planning, budgeting & performance monitoring for \$1.7B insurance business. Built and led new business development team to spearhead geographic expansion initiative.

- Built core team of 25 project managers, analysts, programmers & marketing personnel. This team organized and led a larger cross-functional team of 75.
- Built and implemented insurance operations system. Defined requirements, purchased software, built infrastructure, tested, and launched system to support first venture in less than 9 months.

Marketing Director, Microsensor Technology

(1991 – 1998) *Fremont, California*

Chief marketer in a turnaround situation. Led strategy, planning, marketing, product management. We tripled revenue. Growth and strategic direction led to successful acquisition by Hewlett Packard.

OTHER

Board Member, RES Success

(2018 – 2020) *Martinez, California*

RES serves over 200 adults with developmental disabilities and their families from five locations throughout the San Francisco Bay Area. Role: marketing, fundraising & key performance metrics.

Part-Time Instructor, Pacific Lutheran University (2021)

Sales, Marketing & Strategy Consultant – Cetecom, Quantum Machines, Investors (2019-2022)

EDUCATION

Master of Business Administration – Marketing & Strategy – 1990

Walter A. Haas School of Business, University of California, Berkeley

Bachelor of Arts – English, Education – 1984

Whitworth University, Spokane Washington