

**Passionate
Problem-Solving
C-Level Executive**

Executive Summary

Don Turner

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Executive Summary

Performance-focused, market-driven, servant-oriented executive with success in corporate, start-up, turn-around and international responsibilities. Success characterized by ability to quickly assess/triage organizations and reenergize with innovative revenue strategy and execution. Have served as Chief Executive Officer, Chief Marketing/Product Officer, Chief Strategy Officer, SBU General Manager managing \$2 million to \$187 million.

“Track record of successfully dealing with complex business situations”

SUCCESSSES

- Healthcare startup: revenue w/i 6 months
- Technical software: 2x revenue w/i 18 months
- Commodity exchange startup
- SaaS turnaround: best revenue w/i 6 months
- NASDAQ turnaround: 5x stock increase
- Software merger: -15% expenses
- NASDAQ restructure: +40% EBITDA
- European channel strategy: +15% revenue
- Billion-dollar IPO Architect and Lead

CHARACTERISTICS & VALUE-ADD

- Passionate market-driven Leader
- Nationally-recognized Process Reengineer
- Turnaround experience with ability to rapidly reenergize Customers and employees
- Strong revenue growth focus
- Motivational Leader, People developer
- Innovative revenue-growth Marketeer
- Experience in predicting future market trends
- Strong strategy development/execution

“Broad range of industries, marketplaces, and technology successes”

INDUSTRIES

- **Technology** – Software (enterprise, technical, and SaaS), Hardware (mini, fault-tolerant, clusters, kiosk), Chip Fabrication, Process Controls, B2B Internet Exchange, Voice Recognition, Artificial Intelligence
- **Manufacturing** – Automotive, Aerospace, Photographic, Consumer Goods, Heavy Industry
- **Services** – Healthcare, Internet, Medical Device, Oilfield, Direct Marketing, Financial

EXPERIENCE & FUNCTIONS

- **Start-Up** – conceptualized, started, and managed several high-tech start-ups as CEO, CMO, and Managing Director
- **Corporate** – served in strategy, marketing, development, and sales management roles
- **Executive** – multiple executive line roles
- **BPR** – process reengineering experience
- **M&A** – IPO architect, significant pre due diligence and post integration

MAKING BUSINESS BETTER – ONE SUCCESS AT A TIME

Don's career is characterized as dealing with the most complex business challenges – from distressed organizations requiring “triage and stabilization” to healthy companies seeking significant new revenue growth in offerings, channels, or geographies. Importantly, he has done this across a broad range of industries, marketplaces, and technologies. His experience blends a pragmatic process-oriented management approach with a true Marketeer's ability to think “outside the box” in strategic revenue growth.

These successes have been accomplished through variety of roles – full-time executive, interim “transformation-focus” executive, and “deliverables-focus” external executive advisor.

POSITIONS

- Group President of enhanced telecom company – responsible for \$187 million and three SBU's
- Executive Vice President Strategy Development – public \$450 million company, developed business, organization, and performance strategy to support major restructuring
- Chief Strategy and Marketing Communications Officer of billion-dollar computer hardware, software, and services public company. Architected and executed successful IPO
- CEO of seven privately-held technology companies
- CMO of three privately-held technology companies
- Built and successively managed several strategy practices – Booz•Allen & Hamilton alum

EDUCATION

- Master of Business Administration University of Michigan
- Graduate Engineering Thesis, Computer Simulation University of Michigan
- Engineering Thesis – Engine Ring Gear Process Engineering General Motors Institute
- Bachelor of Industrial Administration – Finance/Statistics minors General Motors Institute



REFERENCES

**CEO/CFO, NYSE,
NASDAQ, PRIVATELY-
HELD COMPANIES**

“All I can say is that Don is one of the best and brightest you will ever meet. He can do many different things; to be a “go to guy” to fix companies, develop strategy, run companies, build processes of all kinds and in general take care of things – i.e., everything he touches is better as a result”

**SALES DIRECTOR, SAAS
TECHNOLOGY COMPANY**

“Don entered company in time of crisis - short on cash, unable to deliver SaaS application to signed Customers, and suffering from low employee morale. In just few weeks, Don replaced founder and developed in-depth understanding of software, company's problems, and market. As a result, in three months, he was able to manage company towards highest grossing quarter in company's history while keeping talent pool intact.

**CTO
SERIAL TECHNOLOGY
ENTREPRENEUR**

Don has an unique ability to take a ‘fresh look’ at virtually any business and rapidly make significant changes in Revenue, Efficiency, and Competitiveness

DON TURNER

FUNCTIONAL EXPERIENCE

- **Executive** – Fortune 2000, NASDAQ Officer, Multiple Start-up and Emerging Technology
- **Strategy** – developer of internationally-used VOGI® methodology, experience in all aspects of strategy development and implementation, extensive executive strategic planning facilitation
- **Merger & Acquisition** – pre and post due diligence (value-chain based), developer and implementer of “SWAT” rapid-analysis and triage methodologies used by several major firms, \$1+ billion IPO Architect and Execution Lead
- **Business Process Reengineering** – nationally recognized business process expert, extensive business restructuring experience, author of several nationally-used reengineering methodologies
- **Marketing** – strategies, positioning, product lines, company and product promotion, pricing
- **Sales** – integrated channel development – domestic and abroad
- **Operations** – organization development, performance metrics, customer mgt, financial planning
- **Customer Service** – organization development, performance metrics

INDUSTRY EXPERIENCE

- **Technology Hardware** – telecom, computer hardware (mini, fault-tolerant, clusters, kiosk), chip manufacturing, process controls (systems and devices)
- **Technology Software** – Enterprise, Engineering, B2B internet exchange, voice recognition, SaaS Association, Artificial Intelligence
- **Manufacturing** – automotive, aerospace (airframe and turbine engine, commercial and military), photographic, consumer goods, kiosks, heavy industrial wood processing
- **Services** – healthcare, internet, medical device, oilfield, direct marketing, financial

JOB EXPERIENCE

- Managing Partner, Turner Management Group
- Chief Strategy, Marketing, & Product Officer, Morbark, LLC
- Managing Partner, Anchor Holdings, LLC
- Executive-in-Residence, Anchor Resource Management, LLC
- President & Chief Executive Officer, VELOXITI, Inc. (formerly Applied Systems Intelligence, Inc.)
- President, Computer Division, American Reliance, Inc.
- Chief Executive Officer, Jimway, Inc.
- Chairman, President & Chief Executive Officer, ARC Solutions, Inc.
- Managing Partner, Executive-in-Residence, Enhanced Advisors, LLC
- President & Chief Executive Officer, Pro-Tech Solutions
- President & Chief Executive Officer, nexvoice
- Managing Director, CMXsports
- Chief Marketing & Strategy Officer, CMXchange
- President, Emerging Enterprise Solutions Business Group, Premiere Technologies, Inc.
- President, Delta Management Group
- Partner & Principal, Technology Strategy, SiGMA Inc.
- Vice President, Strategic Planning & Marketing, Chief Strategy Officer, Computervision Inc.
- Practice Leader, Technology Strategy Practice, KPMG Peat Marwick
- Co-Practice Leader, Manufacturing Technology Strategy Practice, Ernst & Young
- Eastern U.S. Managing Director, Computer Simulation & Engineering Solutions, AutoSimulations
- Associate, Worldwide Technology Strategy & Management Practice, Booz-Allen & Hamilton
- Software Systems Simulation Engineer, F. Jos Lamb Machine Tool Company
- Manufacturing Process Engineer, General Motors, Chevrolet Motor Division