

**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 – PROFILE SUMMARY

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## 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, developer and implementer of “SWAT” rapid-analysis and triage methodologies used by several major firms, \$1+ billion IPO Architect
- **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
- **Engineering** – machine design, gage & fixture design, process engineering, automation, software
- **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, 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.....*M&A/strategy*
- Chief Strategy, Marketing, & Product Officer, Morbark ..... *restructuring/repositioning*
- Managing Partner, Anchor Holdings..... *M&A*
- Executive-in-Residence, Anchor Resource Management..... *M&A*
- President & Chief Executive Officer, VELOXITI ..... *turnaround*
- President, Computer Division, American Reliance ..... *growth*
- Chief Executive Officer, Jimway.....*growth*
- Chairman, President & Chief Executive Officer, ARC Solutions ..... *turnaround*
- Managing Partner, Executive-in-Residence, Enhanced Advisors..... *M&A*
- President & Chief Executive Officer, Pro-Tech Solutions ..... *turnaround*
- President & Chief Executive Officer, nexvoice .....*start-up*
- Managing Director, CMXsports .....*start-up*
- Chief Marketing & Strategy Officer, CMXchange .....*start-up*
- President, Emerging Enterprise Solutions Business Group, Premiere Technologies ..... *restructuring*
- President, Delta Management Group .....*growth strategy*
- Partner & Principal, Technology Strategy, SiGMA.....*growth strategy*
- Chief Strategy Officer, Computervision..... *IPO/restructuring*
- Practice Leader, Technology Strategy Practice, KPMG Peat Marwick .....*growth strategy*
- Practice Leader, Manufacturing Technology Strategy, Ernst & Young ..... *start-up*
- Eastern U.S. Managing Director, Computer Simulation & Engineering, AutoSimulations..... *start-up*
- Associate, Worldwide Technology Strategy Practice, Booz-Allen & Hamilton ..... *M&A/strategy*
- Systems Simulation Engineer, F. Jos Lamb Machine Tool Company.....*new division startup*
- Manufacturing Process Engineer, General Motors, Chevrolet Motor Division ..... *machine design*

## REPRESENTATIVE REFERENCES

### DON TURNER

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#### PEERS

##### **Harvey Wagner (retired), NYSE/NASDAQ CEO and CFO**

*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*

##### **Dick Cook, Serial Technology Executive (former CEO of Mapics)**

*As a board member where Don was CEO, I was impressed by Don's ability to keep the board engaged at the right level. He was able to describe very technical issues in terms that we could all understand and opine upon. He practices the transparency that all board's need. His leadership, tenacity, intellect, and organized approach set him apart from many CEO's.*

##### **Robert Morey, former CSO & Materials at Morbark, LLC**

*I had the distinct pleasure of working with Don at Morbark LLC. Don is a forward thinking strategist and turnaround expert with years of experience in diverse markets. He has a thirst for knowledge and ability to quickly ascertain a company's health in terms of revenue, profit, operations, sales, marketing, information technology, production and more. Don was a "shot in the arm" for Morbark. He brought speed and velocity to the organization at a time when we needed his direction and experience at the front, middle and back end of the business. He quickly learned the manufacturing and sales functions in the wood harvesting industry by listening to employees, customers and dealers. He used that knowledge to create a strategic plan for the company and then successfully coached the executive team at Morbark resulting in increased market share, improved revenue and a positive impact to profits. I would recommend Don Turner to any company looking for a leader who has a proven track record of making a positive impact to the bottom line while increasing morale and retaining, coaching and mentoring executive management."*

##### **Bob Meagher, Serial CEO and Financial Services Executive**

*Don is a seasoned "make it happen" Executive with an exceptionally strong Strategy and Marketing background. Don can develop an executable strategy as well as be the driving force behind making the strategy become reality. Don has experience in both large corporations and small companies and has been able to effectively balance the experiences of both to present a highly effective set of Executive skills. Furthermore, with his experience in divestitures & acquisitions, as well as funding, Don is uniquely qualified to lead emerging and growing companies. I endorse Don without reservation." [ED: have been involved in two M&A activities with Bob]*

##### **Jim Cichanski, President & CEO at Flex HR, Inc. and Owner, Flex HR, Inc.**

*I have not worked with a more professional high level thinker then Don Turner. His talent is to focus on very technical products and implement a market strategy that enables from a board member down to the lowest level employee in the chain of command to achieve results. His superb communication style both verbally and through written presentation format only a few can duplicate in this country.*

##### **Edward Morrison CFA, EVP and Chief Strategy Officer**

*We hired Don to implement and facilitate a strategic development and management process for Albridge. The engagement was on-time, within budget and produced a growth strategy that we are continuing to execute. Don's business acumen, value-based management philosophy, and emphasis on execution are why we so highly value his service. [ED: Albridge later successfully sold]*

##### **Cory Isaacson, Executive Chairman of AgilData**

*Don provided strategic guidance to our executive management team, and together we worked successfully through some very tough challenges. He offered a very organized methodology that got our team to collaborate and set the direction for the business.*

##### **Tom Zajac, CEO, Population Health at Philips**

*Don was a trusted advisor and contributor to our company. He brought a clear and defined approach to our strategic process, insight and expertise to messaging our products and understanding our markets, and strengthened our ability to drive growth. A highly recommended partner. [ED: worked with in successful divestiture]*

##### **Ronald Paulus, President and CEO, Mission Health**

*Don is a great strategy, business development and turn-around guy. His process for linking Vision through project tasks is as good as I have ever seen. He is completely reliable and works with both great effort and productivity. [ED: worked with in successful divestiture]*

#### SUBORDINATES

##### **Terrence Reihl, Vice President Information Technology at Morbark, LLC**

*Don has the ability to look at a challenge from all angles and as a result is able to find a solution that others may have overlooked. Don lead many strategic initiatives associated to very complex set of cross functional requirements. He is a visionary leader and would be an asset to any team!*

**Tim Quinn, Business Development Manager at SGS Galson Laboratories**

*In the short time I had the privilege to work with Don I found him to be the most organized, laser focused, task oriented leader I've ever worked for. I have no hesitation to recommending Don, not only as a great leader but a honest, overall nice person.*

**Alex Veale, Account Executive, Enterprise Not-For-Profits at NetSuite**

*Don entered ARC in a time of crisis. The company was short on cash, unable to deliver its proprietary SaaS application to signed customers, and was suffering from very low employee morale. In the matter of a few weeks, Don had replaced the founder and developed an in depth understanding of the software, the company's problems, and the marketplace. As a result, in just a few months, he was able to manage the company towards the highest grossing quarter in the company's history while keeping the talent pool intact. Don is an adroit leader that will maximize the value of any organization he leads, regardless of the circumstances in which he enters.*

**Jason Duffus, Software Development Manager | Senior Software Architect**

*Don is an extremely knowledgeable professional. I don't see Don, just as a CEO. I see him as someone you can learn from as he possesses distinctive traits that not only allows him to inspire others around him, but makes you want to take on the extra effort to deliver a quality product and/or solutions. During my time with ARC Solutions, I have had the privilege to learn the business from Don, thus affording me, as well as, others the opportunity to develop not only technically but professionally as well.*

**Sanford Beard, Client Director - Advanced Analytics: IBM**

*Don is an experienced, objective and effective management consultant and CEO. He has an unbridled passion for excellence balanced with sensitivity for the personal and professional needs of the staff. As superb strategist, he excels at providing superb leadership and real compassion.*

**Paul Caliban-CCE, Board Member at Amigos de Boquete**

*Don and I worked together at Pro-Tech Solutions - a key supplier in the Industrial Workstation and Self-Serve Kiosk space. Don is one of the top Strategy/CEO executives that I have had the pleasure to work with. He has an accomplished track record in a variety of industries with a broad range of business experience.*

*Don's multi-industry, multi-functional background provides an unique ability to take a 'fresh look' at virtually any business and rapidly make significant changes in Revenue, Efficiencies, and fundamental Competitiveness. He has made a positive "difference" in everything I've ever seen him touch.*

*Don has the ability to interact competently; from the Mail room Staff to the Board Room. Don has consistently addressed CEO challenges from both strategy and business perspectives with success.*

**Dave Hubbard, Speaker, Pastor, Entrepreneur**

*I had the privilege of working very closely with Don as his Chief Marketing Officer in an innovative startup involving electronic medical healthcare records using voice. I traveled with Don on many investor seeking opportunities. Don is a man of integrity and one of the best strategists I've ever worked with. He has a unique ability to cut through the typical "status-quo-solutions" to discover and implement new ideas that really work. I highly recommend Don to anyone looking for fresh strategies for solving problems and discovering new possibilities for success.*

## EXTERNAL RELATIONSHIPS

**Kevin Brown, Data Solutions Partner**

*Don is a standup guy who brings forward ingenious solutions to thorny problems. These are head turners capably rendering maximum impact. Meanwhile, he always makes himself available to share his knowledge & vast networking resources. What's not to like about that? I recommend Don Turner more than a 10!*

**Philip Palmer McGuigan, President and Director at Friends of Amigos de Boquete, a US 501(c)(3)**

*Don is a gifted leader and strategic thinker. Moreover, his ability to generate clear, concise, and thoughtful mission documentation on an accelerated basis never ceased to amaze us. He is a delight to work with.*

**David Carleton, National Sales Manager, InterDyn BMI (Microsoft Premier Software Provider)**

*I only had the opportunity to work with Don for about 8 months. I was actually a vendor and not a employee. Don, more than any other person I have met in my 40 years of business, has the ability to strategize and articulate that strategy to all levels. His vast business knowledge in multiple disciplines gives him unique insight. Only hope I can work with him again in the future.*