

DAVID P. WALLACE

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EXECUTIVE DIRECTOR / GENERAL MANAGER

Create | Grow | Turn Around

An innovative leader who brings entrepreneurial experience gained from starting multiple businesses and running others, David Wallace excels in developing people and sales processes, growing enterprises, leading organizations to profitability, and turnarounds. He is noted for aggressive objectives, developing and implementing strategy, leading plan development, meeting milestones, and motivating teams.

Adept at the most critical aspects of a sales organization, David sets vision and direction, creates focused strategies to target markets, communicates clearly and persuasively, develops high-performance people, and creates ongoing relationships. For over 30 years, his personal qualities of insight, vision, problem-solving, tact, and diplomacy make him a valued partner. Some examples:

- Founded/built a multimillion-dollar marketing services firm from a \$30,000 investment, developing business relationships with major corporations (IBM, GE, FedEx)
- Enabled a client to compete successfully for \$1 billion-plus government projects by creating a concept design and managing project team in developing an app that tracks product accessibility characteristics
- Built/led strong business units at multiple companies that consistently met or exceeded target objectives
- Restored to profitability a computer training business through aggressive revenue generation, overhead reduction, and contract renegotiation
- For a consortium of three multibillion-dollar companies, designed inter-company, internet-based communications system to support community-focused initiative
- Rebuilt the sales and marketing organization for an industrial services company, leading to expansion throughout US, Caribbean, and South America

(ENTREPRENEURIAL)
Founder and President

WALLACE MANAGEMENT GROUP, LLC
Wilton, CT • 2006–Present
(Strategy consulting)

David founded this consultancy to serve the banking, security, education, healthcare, automotive and technology industries.

- Led strategic sales and marketing efforts for Google premier business partner including implementing account management, territory planning, and creating compensation plan tied to corporate goals
- Wrote business plans for multiple start-up businesses
- Negotiated management buyout of healthcare division of a communications company
- Introduced solution and consultative selling concepts to rapidly growing bank in Russia

(ENTREPRENEURIAL)
Founding Partner &
Principal

THE SALES MANAGEMENT GROUP, LLC
Wilton, CT • 2013–2017
(Strategy and sales management consulting)

David guides companies to execute their sales vision by providing sales organization structure and tools:

- Ensures sales team is aligned with the company's mission, goals and strategy; defines roles and responsibilities within the sales organization and develops clear lines of communications between sales management and the rest of the company
- Emplaces programs and processes to support sales, including compensation plans, territory definition, sales pipelines, territory management, forecasting, and information systems

**Managing Director,
Global Coin Products**

TALARIS, INC.
Lisle, IL • 2010–2013
(World expert cash-handling solutions)

David led Talaris' worldwide coin-processing business, featuring high-speed, high-volume coin sorters, single-pass counterfeit coin detection, and retail coin dispensers. He reported to the President of Talaris North America.

- Defined and executed global business strategy for coin business unit. Managed engineering and product management teams, and coordinated sales efforts of direct and indirect teams worldwide. Directed marketing staff in development and implementation of local market-focused strategies and programs
- 43% EBITDA and 26% revenue increases in first year, by developing/implementing global strategy to turn around and grow the coin business; 12% COGS reduction, by leading engineering team to develop product innovations that reduced costs and met market demand; 25-person reduction in manufacturing fixed headcount, by outsourcing manufacturing and assembly to contract manufacturer

**Vice President,
Sales and
Marketing**

TURBINE GENERATOR MAINTENANCE, INC.
Cape Coral, FL • 2008–2009
(Leading maintenance provider for industrial turbines)

David reported to the President and CEO, with P&L responsibility for US, Caribbean, and South America. Created and implemented sales/marketing strategy, rebuilt sales force by recruiting and training experienced technical sales representatives, and designed/introduced marketing collateral with consistent branding.

- Instituted metrics to track sales performance; delivered over \$30 million in new business; recovered more than a dozen "lost" customers; leveraged industry database to provide competitive advantage
- Streamlined proposal and contract processes for faster turnaround for proposals, accurate pricing and consistent contract terms and conditions

**(ENTREPRENEURIAL)
Founder and
Managing Partner**

MARKETLINK LLC
Wilton, CT • 1995 – 2006
(Fortune 500 Sales enablement programs)

David founded MarketLINK to work with Fortune 500 clients to build communication bridges from corporate headquarters to field sales teams/customers. Long-time clients: IBM, GE, FedEx, Deloitte & Touche.

PRIOR EXPERIENCE

RIGHT SOURCE, INC.
General Manager, Education and Training

GE CAPITAL COMPUTER LEASING
Western Regional Sales Mgr, Dir. Sales Operations

REDWOOD CAPITAL CORPORATION
Vice President, Sales and Operations

IBM CORPORATION
Marketing Manager/Sales Manager

EDUCATION

Columbia University, New York, NY
MBA, Marketing/Finance

Georgetown University, Washington, DC
BA, Economics

COMMUNITY AND PROFESSIONAL AFFILIATIONS

Marketing Executives Networking Group	Member	2006–2017
Association for Corporate Growth	Member	2014–2016
Fairfield University, Dolan School of Business	Guest Lecturer, Sales and Management	2016
Wilton High School Debate Team, Wilton, CT	Team Advisor	2016–present
Connecticut Debate Association, Wilton, CT	Judge	2009–present
Georgetown University, Washington, DC	Alumni Admissions Interviewer	1987–present
Wilton Parks and Recreation, Wilton, CT	Commissioner	2001–2009
Wilton Education Foundation, Wilton, CT	Board of Directors	1998–2001