




DAVID E. GARNETT PRESIDENT





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MARKET-DRIVEN SENIOR EXECUTIVE

High-Technology, E-Commerce, Business-to-Business Enterprises

Professional Built, revitalized and transformed several technology ventures into world-class manufacturers and distributors of leading edge technologies. Expert in blending the strategic with the tactical to influence performance and effectuate start-ups, turnarounds and culture changes. Progressive and decisive with keen insight into key business, market and technology drivers for emerging and next generation hardware,

PROFESSIONAL

iAM Solutions, Alexandria, VA
Founder & Chief Operating Officer

NOVEMBER 2001 – PRESENT

Mr. Garnett is President and founder of *iAM* Solutions (*iAM*). *iAM* provides consulting in the areas of: Marketing (Time to Market, Go to Market, & Time to Volume), capacity building strategies for businesses with intellectual property and or patents, and coaching for top executives on their corporation's fast track in Fortune 500 Companies. The company's portfolio of offerings includes web-based compliance and collaboration tools.

His past work with disruptive technologies provide him with unique insights into working with Executives to operationalize their tactical and strategic initiatives. *iAM*'s targeted markets are the Public Sector, Minority Serving Institutions and Fortune 500 clients.

In August, 2003 *iAM* purchased the Minority Online Information Service (MOLIS) database. MOLIS is a database of the research capabilities of 268 Minority Serving Institutions and the profiles of over 25,000 researchers. Federal Agencies & Prime Contractors use the database to identify institutions that have the capability to handle their research grant and contract tasks.

In July of 2009, *iAM* installed its Obsidian database platform at the U.S. Department of Transportation, Office of the Secretary. The system is used to collect the grant information for transportation projects uploaded from the 10 modes of the agency and cleanse it before it is distributed to all of the public websites. Our business Intelligence software allows the agency to generate ad hoc reports for senior managers as they review the approximately \$109B of grants they award annually.

In June of 2011, Mr. Garnett and his wife launched a web based video series titled, "The Greatest Stories Never Told". The series focuses on the accomplishments of people of color have done that have significant impact on an industry and or represents a first. The series was featured on "ViewPoint", NBC Channel 4's Sunday Morning Show in October 2011 & March of 2013. The current episodes can be seen at www.molis.org/gsnt.asp

Prior to *iAM* Solutions, Mr. Garnett was President and CEO of Chrystal Software, a member of Xerox Technology Enterprises.

CHRYSTAL SOFTWARE, San Diego, California
President & CEO

JAN 2000 – OCT 2001

Assigned by Xerox' Chairman, Paul Allaire, to this pre-IPO Internet-based business-to-business enterprise to provide decisive operational, financial and market leadership while providing the vision to drive the business into multiple market channels in a \$1 trillion E-Business market segment.

Strategic & Tactical Leadership – Introduced an organizational transformation and change management road map to build a cohesive organizational infrastructure in support of a progressive IT business culture.

Financial Management – Achieved 50%+ year over year revenue growth while reducing operating expenses by 3.2% and allocating funds to critical growth areas of marketing and labor. Improved PBT by 59% over prior year during the 1st half.

PROFESSIONAL

Operations & People Development - Met one on one with each employee to discuss the strengths, weaknesses and opportunities. Created operational departments to meet current and projected organizational needs. Recruited a top-flight sales and technical development team increasing staff to 40+.

New Market Entry - Introduced OEM and Web integrator channels model to augment direct business activities and achieve sell-thru to end-users. Currently driving forward strategies and actions to position the company in three key business sectors, which will boost our served market potential from \$18 million today, to \$9+ billion in 2003.

Sales Leadership - Energized sales strategies, marketing collaterals, branding and competitive positioning. Introduced high-impact terms and customized vernaculars to gain the attention of the upper-tier decision-makers. Implemented closed loop lead qualification, which increased close ratio and reduced sales acquisition cycle.

Technology & Business Solutions - Broadened technology focus from technical documentation management to full-spectrum of application solutions for content management, B2B E-commerce and ERP. Continuously reviews products to ensure global applications. Launched Eclipse in September, 2000 that is expected to triple revenues in less than six months and fuel rapid growth of the business over the next year.

Alliances & Partnerships - Created proactive programs to identify and capitalize upon strategic alliances with domestic and international partners (unlimited external opportunities and internal partnerships with Xerox). Expanded market penetration and delivery of new products through web integrators and ASP partners.

XEROX CORPORATION

MAY, 1978 - 2000

Career with this world-class technology enterprise is distinguished by rapid promotion to executive management positions, and recognition for forward-thinking vision and superior leadership talents.

Corporate Awards & Distinctions

Trustee, The Xerox Foundation, selected by the Chairman & CEO, 1993 to 1999

One of only 15 selected to attend the CEO's retreat for Corporate High Potential Candidates, 1995

Partnership Excellence Awards, 1993 and 1994

Chairman's Award - #1 Area Vice-President in the United States Customer Operations, 1992 and 1993

President's Club every eligible year, President's Club Host, 1990 to 1999

Senior Vice President

1998 - 1999

Global Accounts

Responsibility included developing the strategy and managing all the sales, service and administration resources for the top 500 accounts in the corporation, which represented 40% of worldwide revenues.

Senior Vice President

1997 - 1998

Major Accounts, USCO (United States Customer Operations)

Hand selected to deploy the transformation strategies of the "new" Xerox Corporation, and provide decisive leadership to the most critical business tier in the enterprise. Steered sales, marketing, relationships and business activities supporting the delivery of the company's entire portfolio of technology solutions, products and services initially in the domestic market and then in multinational arenas.

National & Global Business Alignment - Refocused Major Accounts with the overall corporate strategy and goals, and invested equal effort into developing products and system architectures to meet customer requirements. Ultimately charged with transitioning the US strategy into a global market focus in 1999.

Market Share & Business Growth - Achieved unprecedented growth of 11% in the first year and 9% the second year compared to previous years' average of only 3% to 4%. Emphasized a cooperative business planning, and developed models for forecasting win/loss ratios and tracking actual outcomes.

Internal Operations - Managed all operations supporting global national accounts. Administered a multi-million dollar annual budget, designed new policies/procedures, upgraded business processes, and served as a member of Xerox's Corporate Go-To-Market Team which determined how we would manage accounts globally.

People Resources & Team Leadership - Led a team of 140+ National Account Managers working with Xerox's top echelon of corporate clients (48% of revenues US market representing \$3.5 billion in annual sales). Guided team through the development and implementation of "The Executive Conversation", a high-caliber presentation and closing skills course. Focused on CEO, CFO & COO client level calls.

PROFESSIONAL

Vice President & General Manager Professional Document Services, USA

1996 – 1997

Recruited by Barry Rand, EVP to lead an internal start-up venture supporting worldwide business activities in the services area. Held full P&L accountability and decision-making authority for the enterprise. Managed a staff of performing sales, marketing, operations, technical support and administration in the field and at headquarters. This marked XEROX push into profession services.

Strategic Planning & Management – Implemented strategies to optimize the long-term value and revenue impact of high-dollar systems/equipment sales, and position Xerox as the “expert” to key industries worldwide. Revised the original business model and built an infrastructure that would meld with the changing Xerox culture.

Operational Start-Up – Generated \$20 million in annual revenues and contributed to corporate profitability in 1st year of operation. Established the business as a profit center with a formal financial structure and reporting system. Invested \$500,000 to upgrade a technology system to track and account for “billable” hours and other revenue streams.

Vice President & General Manager Production Systems Business Division Unit

1995

Held an integral role in taking the corporation to the “next level” in the digital and laser technology divisions, which represented \$2 billion in revenues.

Strategic Marketing – Partnered with the marketing teams to develop insight into customer requirements, and appropriate sales and business plans. Launched high-level marketing initiatives focused on leveraging the strength of Xerox’s name, technology innovations and customer base. Linked divisional strategies with campaigns on the national scale. Facilitated 30% growth in revenues in the high-end laser printer sales.

Area Vice President Mid-Atlantic Area, USCO

1992 – 1994

Held P&L accountability for an \$825+ million organization with 3200+ employees located in 7 districts. Challenged with effectuating change and performance improvement.

Enterprise Change Strategy – Led dramatic culture change and performance improvement strategies, successfully improving the area’s profit and revenue ranking from #5 of 8 to #1 of 8 in the country.

Area Operations Management – Introduced “best practice”, resource sharing and performance improvement models to drive the business. Assumed a visible, interactive role in areas of operations to promote a motivational “learning” environment and demonstrate commitment to ethical business practices.

Resource Optimization – Invested in employee and management training programs, and refined the talent pool by dismissing non-performers and accelerating the promotional path of achievers and high potential managers.

Multichannel Sales & Marketing – Promoted the full line of information systems and services through direct and indirect channels. Emphasized customer-focused concepts throughout the entire sales cycle. Introduced

General Manager Western Region, North American System Sales

1989 – 1992

Promoted to halt losses that had totaled \$100 million in the prior year, and keep Xerox competitive within the marketplace in one of two US regional sales organizations.

Strategic & Tactical Leadership – Implemented “entrepreneurial” business initiatives delivering profitability after one year. Grew the base of business 25% and reduced operating costs 15%. Tightened accountabilities, reallocated costs, dismissed non-performing employees and created an energetic, results-driven organization.

Sales & Relationship Management – Profiled the customer base and invested more time in understanding customer needs. Followed through with account-specific sales strategies, value-added deals and flexible pricing. Developed a problem escalation process that captured the Voice of the Customer and better responses.

PROFESSIONAL

National Sales Operations Manager
Systems, USCO

1988 – 1989

Business Integration & Transformation – Challenged with improving the strengths of a hardware and software sales organization. Merged the printing and document systems organizations with combined annual revenues of \$2.3 billion. Eliminated redundancies in functions, processes and reporting systems, reduced costs and implemented “best practices” across functional lines. Restructuring impacted 3000+ sales personnel.

District Manager
Sales

1987 – 1988

Turnaround Management – Turned around the systems and equipment sales organization. Formalized decision making processes, instilled accountability and performance measurements, and drove the district to lead the country in high-volume installs and sales-to-plan ratings. Improved position from #29 to #9 out of 65 districts.

Sales Leadership – Managed 1,000-employee organization. Replaced 50% of direct reports, eliminated unethical business practices, and resolved serious service issues. Introduced a code of behavior that emphasized professionalism, and individual and team-based achievement. Focused on organization reflection and learning.

Sales Management & Field Sales Representative Positions
USCO

1978 – 1988

Received annual promotions through a series of field sales, branch management and regional sales management positions in Xerox’s high-end Ethernet/workstation systems and technology solutions business divisions.

As Region Agent Manager, managed a network of 87 independent dealers. Grew the business to \$70 million and established a 20% year-over-year growth momentum.

As Sales Operations Manager, ranked the Midwest Region #1 in the country for system installation volumes (\$100 million annual sales).

As Branch Manager in St. Louis, pioneered GUI technology (“Star System”). Closed the Scott AFB account with over 800 workstations (then ranked as Xerox’s 8th largest install).

As Branch Manager in Chicago, sold then, “state-of-the-art” technology, and out-performed personal record by closing the Burlington-Northern account (ranked as Xerox’s #1 largest install with 3000+ workstations).

KOPPERS COMPANY

1973 – 1978

Field Sales Representative marketing pressure-treated and fireproof wood products to retail and wholesales accounts in a six-state Mountain Region. Gained as high as 40% growth in the territory and reduced cost of sales. Promoted from Inside Sales Rep in the Forest Products Division within one year of hire. Closed the largest order in Company history in 1977

NATIONAL FOOTBALL LEAGUE
OAKLAND RAIDERS

1972 SEASON

Retired after one season due to career ending knee injury.

EDUCATION & AWARDS & AFFILIATIONS (A)

B.S., History, University of Pittsburgh

Honored in 2017 By Delta Sigma Theta for funding their HBCUs tour which served over 800 kids in 25 years

Omega Psi Phi Fraternity - 1969

Sigma Pi Phi Fraternity (Boule’) – 1996

Chaplain, DC Chamber of Commerce - 1993

Chairman of Corporate Advisory Council, NAFEO - 1999

A.K.A. Service to Mankind Award, 1999

Distinguished African American Alumni Award – University of Pittsburgh, 2000

Northern Virginia Urban League – Director

University of Pittsburgh Varsity Letter Club Award of Distinction – 2004

Old Dominion (VA) Chapter, The Links, Inc. – Connecting Link of the Year 2013