

## David Taber *at a Glance*

30 years in software, marketing and business development

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### ACHIEVEMENTS AND RESULTS:

- ✓ **FOUNDER AND CEO** of SalesLogistix Corporation, a management consultancy and system integrator focused on improving client results through the use of CRM systems. With over 125 clients in six countries, for three years SalesLogistix held the #1 ranking in customer satisfaction of all integrators listed in Salesforce.com's AppExchange.
- ✓ **EXPERT WITNESS** - Testify on CRM and sales/marketing /advertising best practices, particularly in mergers, acquisitions, and corporate integrations. In one case with \$25 M at stake, opposing party settled 48 hrs after receiving my expert report.
- ✓ **FOUNDER AND PRESIDENT** of DOTnet Consulting, Inc, a strategic marketing and business development consulting firm with clients in the US, Ireland, Germany, France, the Czech Republic, Estonia, Israel, and India.
- ✓ **LECTURER** - UC Berkeley's Haas graduate school of business and UC Berkeley Extension. Guest speaker at CMU's graduate program in engineering management. Guest speaker for UC Santa Cruz' management of technology course.
- ✓ **AUTHOR** - "Salesforce.com Secrets of Success" (Second edition, 2013, Prentice-Hall, 624 pages), an executive best-practices guide to leveraging CRM systems.
- ✓ **VP/SVP MARKETING** at two publicly-traded software firms:
  - Took a software company public on NASDAQ.
  - Discovered and developed opportunities for two **mergers** that were completed with a combined market value of **\$750 M**. Participated in 7 other corporate integrations involving direct sales forces.
  - Created an open source portal that grew 75% per month to 1,000,000 hits; signed 100+ ISV partners in a year.
  - 7 years in Product Marketing; pioneered Sun's commercial UNIX product line - every product launched was profitable.
  - 7 years as an engineering consultant at SRI International.

**PUBLIC PRESENTATIONS:** Authored and delivered 300+ presentations to industry analysts, press, technical conferences, clients, and prospects in US, Europe, and Asia.

**WRITINGS:** Published over 200 articles for CIO magazine. Published more than 100 articles in dozens of web properties in 6 countries. Author of the "Commercial Open Source Software" entry on Wikipedia. Wrote 100 engineering reports for Stanford Research Institute.



# David Ocel Taber

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## PROFESSIONAL EXPERIENCE

- 2005 – Present     **SALESLOGISTIX CORPORATION – CEO:** Created and grew a system integrator focused on business process and revenue productivity improvements through the use of CRM systems. Set the firm’s product and services vision, recruiting professional talent at the partner and associate levels. *SalesLogistix* brings domain expertise and works at the CxO level to help its clients improve lead quality, gain pipeline visibility, improve sales productivity, tighten forecasts, and achieve closed-loop marketing. Clients include private equity firms and high tech vendors with \$5 to \$400 M revenue in 6 countries. Find out more at [www.saleslogistix.com](http://www.saleslogistix.com)
- 2001 – 2010     **DAVID TABER & ASSOCIATES, INC. – PRESIDENT:** Built a marketing and business development consulting firm focused on private Enterprise Software companies. Secured \$13 M in venture funding for clients in 2003. Clients included firms in: performance optimization, online advertising engines, mobile content management, open source, business process management, XML processing, development and integration tools, web services, modeling and testing tools, ontologies, semantic transformation, supply-chain optimization, systems management, trading applications, and consumer cable TV. Guest lecturer at UC Berkeley and Carnegie Mellon business schools. Find out more at [www.taberconsulting.com](http://www.taberconsulting.com)
- 1999 – 2001     **SUN MICROSYSTEMS – SR. DIRECTOR OF PORTAL BUSINESS DEVELOPMENT:** Coming in to Sun via acquisition, conceived and built the portal-based channel for Forte for Java, capitalizing on the more than 1,300,000 downloads of Sun’s development tool. Starting with nothing but a mission, built a team of 13 engineers, marketers and business development professionals, completing all objectives despite a 60% budget cut. Developed a web community of over 100,000 users and a marketplace with a run-rate of \$8 M. Signed 22 partners in two months, 100 in a year. Brought products and services marketplace online in 4 months, helped 25 partners bring products to market in 6 months.
- 1997 – 1999     **FORTÉ SOFTWARE – SENIOR VICE PRESIDENT OF BUSINESS DEVELOPMENT:** Mission was to create strategic partnerships with platform vendors who could be market-makers for Forté’s *SynerJ* (Enterprise Java) and *Fusion* (Enterprise Application Integration) product lines. **In 60 business days, went from a standing start to an acquisition by Sun Microsystems valued at \$710 M.** Gartner Group hailed the merger as "a quantum leap forward for both Sun and Forté," and Merrill Lynch upgraded Sun's stock on the news. Merger completed in October 1999.
- SENIOR VICE PRESIDENT OF MARKETING:** Lead tactical and strategic marketing for the industry’s leading enterprise application development environment. Re-positioned Forté as an integration and Java development system for enterprise-scale applications. Lead the international marketing team, including two vice presidents. Rebuilt web site, created company's web-based seminar, rewrote all collateral, repriced all products, and launched new print, web and radio ad campaign. Analyst work achieved positive reports from Gartner, Meta, Forrester, GiGa, Hurwitz, and Seybold. Drove down cost per lead by >50%, tripled search-engine "hits" and web traffic. Grew revenue in a declining market.

- 1996 – 1997 **ILOG - VICE PRESIDENT OF WORLDWIDE MARKETING:** Responsible for all tactical and strategic marketing for the world's largest vendor of application components. Helped take the company public, created pitch and participated in road show. Re-positioned ILOG as "the optimization software company." Championed acquisition of CPLEX Optimization, a key competitor. Re-priced all ILOG products; redesigned all contractual Ts and Cs. Drove customer reference marketing. Re-wrote all sales collateral, implemented new web site design, and re-worked all company presentations while lowering marketing costs. Managed international team of 20 professionals and \$4 M budget. Revenue grew by >35% year over year.
- 1994 – 1996 **SYBASE - GROUP DIRECTOR, STRATEGIC MARKETING:** Lead Web Marketing, Corporate Pricing, Industry Analyst Relations, and Competitive Marketing for the world's 6<sup>th</sup> largest independent software vendor. Rolled out new Electronic Marketing program with on-line ordering. Rolled out re-pricing of Sybase's 60 products. Designed industry analyst program and orchestrated Sybase's first international analyst tour and teleconference. Re-focused competitive marketing on field needs, producing Sybase's first competitive videotape, audiotapes, and pocket guides. Directed 20 professionals and a \$5 M budget.
- 1992 – 1994 **SUNSOFT - DIRECTOR OF PRODUCT MARKETING** for the Commercial Solaris product line, generating \$40 M annual software revenues. Designed product and marketing strategy for SunSoft's main target market, developed programs and positioning for MIS customers.  
**Accomplishments:**
- Developed new funding source for system management tool development. Designed and managed consultant work that delivered product on time and on budget. Shipped 100,000 copies worldwide.
  - Negotiated joint development and co-marketing deal with Amdahl, replacing their UTS operating system with Solaris.
  - Negotiated cooperative development deal with Tivoli systems.
- SUNSOFT - GROUP MARKETING MANAGER:** Managed UNIX System Administration and Server Software product lines. Chaired director-level investment strategy committee controlling \$8 M annual development budget and 75 engineers. Introduced five client-server software packages, every one of which was profitable.
- 1988 – 1992 **SUN MICROSYSTEMS - SENIOR PRODUCT MANAGER:** Conceived and developed Sun's server software product line, formulated and drove the software strategy for commercial UNIX servers. Identified target markets, specified product requirements, and developed marketing plan for scalable, high-availability commercial server software. Convinced Sun to invest more than \$4 M in server software development. Worked closely with engineering, sales, customer service and partners to ensure product quality, timeliness and smooth worldwide rollout. Launched market-share leading software for disk management tools.
- 1986 – 1988 **PACIFIC TELESIS - PRODUCT LINE STRATEGIST:** Developed product strategy for \$200 M/year Management Information Product line. Made pricing and positioning decisions. Advised Product Managers regarding features, pricing, and promotion. Developed \$100 M software investment proposal.

1979 – 1986

**STANFORD RESEARCH INSTITUTE – RESEARCH ANALYST:** Consultant in Systems Engineering; analyzed custom software systems from initial requirements surveys to installation and verification testing. Software systems ran on very advanced hardware for real-time, scientific, and simulation applications.

- Managed six engineers for two years in development, analysis, and test projects that were completed on time and on budget.
- Wrote engineering specifications for a \$50 M system. Ran test programs involving specially-instrumented aircraft and the GPS system.
- Consulted on projects for clients such as AMP, IBM, the Israel Air Force, Litton Industries, and the US government. Wrote more than 80 technical and management reports, as well as proposals for new business.

## EDUCATION

1986

**M.B.A. Marketing.** Haas School of Business, University of California at Berkeley. Graduated in top 20% of class.

1979

**B.A. History.** Cowell College, University of California at Santa Cruz. Honors in the Major and College Honors.

## OTHER

**Board experience:** Western Magnetics, ILOG USA, Government of Ireland's Wireless Advisory Board

**Expert witness:** Member, Forensic Expert Witness Association; served as a consulting and testifying witness on several commercial cases and arbitrations.

**Lecturer:** University of California Haas School of Business; UC Berkeley Business School Extension; Guest speaker for Carnegie Mellon University's Engineering Economics Graduate Program and UC Santa Cruz' undergraduate engineering

**Speaker:** Corporate officer and spokesperson for public and private companies. Spoke at dozens of conferences on CRM, marketing, business development, and IT.

**Publications:** Author of Prentice-Hall Book "Salesforce.com Secrets of Success" (ISBN 9780137154296, 2013, 624 pages). Over 250 technology and marketing articles in *CIO*, *TechTarget*, *InsideCRM*, *Data Management Review*, *ComputerWire*, *Parallax View*, *Relevantly Speaking*, *SandHill.com*, *Software CEO*, *Salesforce Answers*, the *Taber Report*, and *Wikipedia*. Engineering reports published by Stanford Research Institute.

## REFERENCES:

- ✓ Shellye Archambeau – CEO of MetricStream Software
- ✓ Fabrizio Capobianco – CEO of Funambol Software
- ✓ Skip Glass – General Partner, Foundation Capital
- ✓ Pierre Haren – ex-CEO of ILOG Software
- ✓ Alan Robin – ex-CEO of Xangati
- ✓ Bobby Mukherjee – ex-CEO of Moonlight Systems
- ✓ Jonathan Schwartz – ex-CEO of Sun Microsystems
- ✓ Roy Singham – Chairman of ThoughtWorks
- ✓ Marty Sprinzen – ex-CEO of Forté Software
- ✓ Roman Stanek – CEO of GoodData