

A proven leader that brings more than 20 years experience in designing, building and selling intelligent enterprise & SaaS software for retailers and brands, I possess a high degree of domain expertise in solutions that relate to the planning, management, analysis and optimization of retail pricing and promotions. Domain expertise in building, marketing and selling Enterprise SaaS Solutions. Founding member in seven technology start-ups, five of which were acquired.

Areas of Expertise include:

- Product Strategy
- Enterprise & SaaS Software
- Retail Advertising & Marketing
- Price and Promotion Solutions
- Promotion Optimization
- AI Solutions for Retail

Key Career Accomplishments

- Helped grow Connect3 Systems to 70 employees. Sold company to DemandTec.
- Helped grow JustEnough Software from \$3M to \$30M+ in 5 years.
- Took product from conception to first customer in less than 12 months.
- Two largest transactions at JustEnough Software (\$8M & \$15M).
- Created promotions management software still in use after 20 years with Top 20 retailers.

Professional Experience

Cognira • Atlanta, GA • 2019 to Present

Vice President Product Strategy & Marketing

Responsible for product strategy and marketing of Cognira's innovative AI enabled solutions. Created the Cognira Promotion Suite of Solutions including Planning, Effectiveness and Optimization. Set the go-to-market strategy and hired the resources needed to build, market and sell the solutions.

- Delivered product from concept to MVP in 4 months
- Engaged customers to validate the design and build of the solution
- Created product launch marketing campaign

JustEnough Software Corporation (an Mi9 Company) • Irvine, CA • 2011 to 2018

Vice President Product Strategy

General Manager Price and Promotions

Created the next-generation Promotion Planning System. Responsible for entire product lifecycle, including Product Strategy, Product Management, Sales and Implementation. Created and managed a data-science team to inject science into the planning system.

- Assembled the team and created the Promotion Management system
- Sold and implemented the solution at large US and International retailers, including, Best Buy & Nike
- Negotiated all legal contracts with customers and partners
- Successfully increased software prices 10x
- Successfully increased consulting rates by over 50%

Dan Pahomi

DemandTec, Inc (now Acoustic) • San Carlos, CA • 2009 to 2011

Vice President Retail Solutions

Led the transition and integration teams following the merger of Connect3 with DemandTec. Responsible for all aspects of the product line covering the entire DemandTec End-to-End Promotion Management solution, including Promotion Planning & Execution, Deal Management and Promotion Optimization. Set the strategy for internal and external communication, new product launches, product direction and sales strategy.

- Played a key role in the acquisition of new accounts by the combined company, including the largest contract in the history of the company (\$25M+).
- Created new product lines and consolidated existing products into logical solutions.
- Successfully integrated the product lines along with sales and operations of the two companies in record time after the merger.

Connect3 Systems, Inc.(acquired by DemandTec) • Cerritos, CA • 1995 to 2009

Executive Vice President and COO

Responsible for Product Strategy and Operations. Provided oversight for the Consulting, Product Management, Development and Customer Service organizations. Built alliances with partners including: Accenture, IBM, CapGemini and Quebecor.

- Successfully grew the company to a level that attracted acquisition prospects.
- Directed the due-diligence process during the acquisition.
- Acquired new customers, including: Home Depot, Best Buy, Office Depot, Ace Hardware, Stop & Shop
- Expanded the customer base to Europe and Africa.

Startup Activity

Zunak.com – Acquired - Social Advertising Platform

Utilitas.co – Acquired - Cloud utility analytics and smart bill management platform

Allvuz.com – Acquired - Cloud Surveillance Solution

648 Group – Acquired - Design and development of mobile, web and enterprise apps

Circuspeed.com – Closed – Online platform for retailers to display weekly circulars

Vpfactory.com – Closed – Cloud video platform

Education & Development

Business Administration

Liberty University

Management

California State University Northridge

Business Process Reengineering – KPMG

Risk Management and Insurance – CPCU

Emergency Preparedness Training

Youth Protection Training – Boy Scouts of America