

David L. Horn

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Business Consultant

Highly effective business consultant with extensive client engagement and professional experience in business strategy, product and service innovation, development, branding introduction, marketing, partnerships, and customer success. Available on a project, retainer, fractional, or full-time basis. Areas of expertise include:

- Business strategy and planning
- Innovation and concept development
- Product introduction and marketing
- Customer loyalty and support
- Partnerships and organizational change
- Project guidance and process improvement

SELECTED ACHIEVEMENTS

- General business and marketing consulting in an advisory role to technology company CEO's
- Brand, logo, slogan, introduction, marketing, and business development for a B2B PaaS startup
- Product, partnerships, and pricing development for B2C cloud-based digital scanning services
- Cross-functional pre-sales through implementation and support process for software business to scale
- Competitive analysis and benchmarking for a unified communications company

PROFESSIONAL EXPERIENCE

FAST FORWARD CONSULTING, LLC, Reston, VA

2010–Present

Principal and Founder

- Business consultant working with clients as an expert advisor and trusted partner to help solve strategy, product, and marketing challenges, optimize plans for the future, and achieve key objectives. Visit <https://www.fastforwardconsultingllc.com> to read more about my services and see recommendations.

APPEX, Alexandria, VA

2018–2019

Business Development Vice President

- Led the introduction, marketing, and sales efforts of this Platform as a Service (iPaaS) startup.
- Provided oversight, vision, guidance, and firsthand contributions to brand, logo, slogan, website, videos, pricing, messaging, marketing campaigns, competitive analysis, contracts, launch, and sales programs.

PFR, Reston, VA

2016–2017

Solopreneur

- Introduced and grew consumer service business nationwide with quality service and digital marketing.

DECISIV, Glen Allen, VA

2015

Business Consultant and Strategic Partnership Vice President

- Led cross-functional team to create, develop, document, and execute a new enterprise-wide process.
- Managed the company's largest global strategic partner while reporting to the President and CEO.

KROLL, Reston, VA

2013–2014

Product Management Senior Director

- Led global team to define, prioritize, and deliver new compliance products.
- Directed next generation SaaS platform strategy development with functional and technical experts.

THE NEAT COMPANY, Philadelphia, PA

2011- 2012

Business Consultant and Customer Operations Vice President

- Developed cloud-based B2C digital scanning service definition, pricing, positioning, and partnerships.
- Led technical support, customer service, billing, and collections through organizational transformation.

SAGE, Herndon and McLean, VA

2000–2010

Played strategic roles at this global ERP/CRM business management software company.

Marketing and Business Development Vice President (2009-2010)

- Developed marketing strategies and campaigns for the introduction and promotion of new products.
- Worked with multiple business units to establish more than twenty internal and external partnerships.
- Grew cross-sell revenues 100%, processing volume 90%, and merchants 50% year over year.

Product Innovation Senior Vice President (2007-2008)

- Initiated and led future product and service innovation across multiple software product lines.
- Directed the efforts of cross-functional project teams and innovation consulting firm, Innosight.

Customer Support Senior Vice President (2000-2007)

- Developed and directed customer relationship strategy and organization integration and transformation.
- Led nine SSPA Certified and STAR Award winning customer support centers across North America.
- Generated over \$200M in annual revenues and increased gross profit contribution 16%.
- Achieved 90+% satisfaction and 85-95% renewal for 100,000 customers and 5000 business partners.

BEST SOFTWARE, Reston, VA

1995–2000

Played key roles in growing Best from a \$26M private company in 1995 to \$40M at IPO in 1997 and over \$80M when acquired by Sage in 2000. Best offered fixed asset, business planning, HR, and payroll software.

Corporate Customer Support Vice President (1998-2000)

- Led company-wide support operations that generated >50% of total revenues and operating income.

Business Unit Vice President and General Manager – Fixed Assets Systems (1995-1998)

- Directed Product Management, Engineering, QA, Documentation, Design, and Technical Support.
- Achieved IPO objectives including over \$28M in annual revenue while responsible for \$8M in expenses, 65 employees, and 25,000 customers.

HEWLETT- PACKARD, San Diego, CA

1984–1995

Played key product management and marketing roles in the definition, development, worldwide launch, distribution, and promotion of HP color printers and multi-function products at the Inkjet Products Group.

Product Line Manager and Market Development Manager

- Introduced the first HP color inkjet printer, PaintJet, and expanded that brand with additional models.
- Led teams worldwide to price, position, and promote the brand growing sales from \$0 to over \$300M.
- Expedited the launch of a new \$250M business with research, analysis, recommendation, and business case for a new line of OfficeJet All-In-One multi-function computer peripherals.

EDUCATION

M.B.A., Charles W. Shaeffer Scholar, 3.9/4.0, The Pennsylvania State University, University Park, PA

B.S.M.E., High Distinction, 3.6/4.0, The Pennsylvania State University, University Park, PA