

DAVID SELCH MBA, BSc

(204) 891-1891

Winnipeg, Manitoba

davidselch@mail.com

Seasoned Business Developer

20-year Proven Track Record in Sales, Marketing, and Profitable Business Growth

• Results-driven and dynamic leader • Comfortable opening new client companies and/or nurturing existing clients • Five promotions in twelve years • Experienced leading sales teams of up to 50 • Analyst by nature and training: Proven track record making sound and profitable business decisions based on financial inputs and market research • Able to integrate diverse inputs from functional departments into “winning” proposals • Sharp negotiator: master service agreements; preferred vendor terms; sales contracts • Successful across a broad range of offerings and verticals • Expert in 20th and 21st Century marketing tools • Agile learner • Rainmaker

Core Competencies and Sales Stack

- ♦ Master of the Trade Show
 - ♦ Coaching/Mentoring/Training
 - ♦ Data Analysis
 - ♦ Pipeline Development
 - ♦ Entrepreneur/Adapter
 - ♦ Miller Heiman, “Challenger” Sales, etc.
 - ♦ Market Research/Planning
 - ♦ Interdepartmental Cooperation
 - ♦ Budget/P&L/Forecast Management
 - ♦ Environmental Scans/SWOT
 - ♦ Contract Negotiation/MSA’s
 - ♦ Marketing Communications
 - ♦ Public Relations/Spokesperson
 - ♦ e-Procurement Systems
 - ♦ International Business Strategy
- D&B Hoovers ▪ Salesforce ▪ Apollo ▪ Zoho ▪ Teams ▪ Zoom and similar ▪ MS Office ▪ G-Suite ▪ Monday ▪ Trello ▪ Slack ▪ LinkedIn Navigator ▪ SendGrid and similar ▪ OpenShot Video Editor ▪ OBS Studio ▪ Wix ▪

EMPLOYMENT HISTORY

FOUNDER AND DIRECTOR

Service Reboot Inc.

Ongoing since 2014

In 2014, I struck out on my own with two goals: To research and write a book about the new area of management theory called Service Science, and to build a sales and marketing consultancy that leveraged its new lessons. Service Science is a term originally coined by IBM in 2002, the year they realized they could make more money selling Services related to computers than they could by actually making computers.

Services, as a category separate from Products, represents 70% of the US and Global economies. The arena includes: all the professions (e.g. healthcare, law, engineering); all the journeyman trades (e.g. electrician, welder); custom manufacturing across verticals; and all creative and skilled work (e.g. software coding, copywriting, hair styling).

Contracts under the Service Reboot banner include expanding the client base for a national engineering firm, setting up modern business development systems for a 30-year-old company, and training professionals to grow their practices. Cambrian published my book, *Service Reboot – The New Science of Selling, Marketing, and Managing Services* in 2018.

All was well until Covid hit in 2020. As for many solopreneurs, the lockdown was lonely as well as disruptive. I pivoted to online sales training – building a studio in my home, and took on other types of non-sales-related work. For example, the international standard organization, ISO, has recently started creating standards for Service providers. I contracted to research and write about business risks (ISO 31000) uniquely associated with Service businesses (ISO Guide 76:2008), and delivered a lecture to a global audience of over 200 people.

In January 2022 I was recruited for full-time work by *3d Signals*, an Israeli technology start-up with ~20 customers in the EU. I became part of a three-person sales team to launch their US presence. (See below)

 EMPLOYMENT HISTORY CONTINUED

SALES LEADER**3d Signals****January 2022 to June 2022**

Each member of our three-person team focused on a developing the infrastructure for a different part of the sale process. My role focused on the “early” part of the pipeline: defining ICP; building target lists in Hoovers; researching in LinkedIn and Apollo to populate buyer names and contact information in Zoho. As the sole Canadian on the team, I sent my partners to F2F meetings with suitable US buyers geographically close to them. My work accounted for 50% of the cold calls and meetings and our first US sale. Nine days later, our latest round of investment unexpectedly fell through, resulting in large-scale layoffs, including myself and several people who had been hired the previous week.

I found I very much enjoyed being part of a team again, and am currently looking for an interesting long-term engagement rather than continuing as a solopreneur.

VICE PRESIDENT, BUSINESS DEVELOPMENT**Vision Critical - Vancouver B.C.****2008 - 2013**

Vision Critical (formerly Angus Reid Strategies) is a Canadian market research firm that also creates online software tools for doing market research in The Digital Age. During my tenure, the company grew from ~\$50 Million in annual sales to over \$75 Million, and by 2013 ranked as both the 27th largest market research firm in the world and also as Canada’s 4th largest Software-as-a-Service (SaaS) technology provider. I was originally responsible for U.S. Business Development and then promoted to Global Key Accounts. Both were Sales/Sales Management roles requiring **Strategic Analysis & Planning** followed by “hands on” **Tactical Execution**.

Tactical Execution: Lead statements of capability in person and via remote presentation tools (e.g. Webex) and serving as the “Face of The Company” to outside stakeholders. Identify and pursue opportunities with existing clients to “upsell” and otherwise expand client relationship. Negotiate alongside corporate attorneys in master service contract negotiations to ensure favorable outcomes. Develop tangible sales aids (decks, sales scripts, sell-sheets, etc.) for sales staff. Recruit and deploy company resources to ensure customer delight, debugging problems to ensure smooth fulfillment of contracts. Direct accounting staff regarding special payment terms or electronic billing (e.g. Ariba SourcePoint).

Day-to-day focus could be summarized as the establishment of new client relationships, and to expand billings with Key Clients. Execution of the full sales cycle to ensure sales budgets are met: prospect, approach, present, discover, pitch, engage, close, and ensure purchase satisfaction.

Personally presented (and won business) at the North American head offices of Bank of America, Logitech, Blue Cross Blue Shield, MasterCard, WellPoint, Hewlett Packard, Horizon Healthcare, Samsung Telecom, AT&T, Dean Health Systems, T-Mobile, Texas Instruments, Verizon, GlaxoSmithKline, Merck Human Health, Alcatel-Lucent, Citibank, Seagate, 3M, Johnson & Johnson, AT&T, Nvidia, and many others.

Increased billings to Lenovo and IBM by over 200%. Reinstated and Retained the Microsoft book of business after its cancellation during my predecessor’s tenure.

 EMPLOYMENT HISTORY CONTINUED

INSTRUCTOR, FACULTY OF BUSINESS AND ECONOMICS**The University of Winnipeg****2013 - 2018**

Earned very high student evaluations (97% positive) by bringing real-world business experience to the classroom. Coursework included broad subjects, such as *Marketing* and *Consumer Behavior*, but also advanced courses such as *Decision Sciences*, a series of mathematical approaches to making business decisions “rationally”. This course took place in the computer lab where I instructed students in how to model complex questions using sophisticated functions in MS-Excel, so the computer could “crunch the numbers” and find optimal solutions. Promoted to new course development for the department.

SENIOR MANAGER, NEW BUSINESS DEVELOPMENT**Ipsos - New York, NY****2000 - 2008**

Ipsos is one of the world’s ten largest market research firms. Ipsos Health provides research services to pharmaceutical, medical technology, managed care and other North American “health care” companies. I was physically housed by Ipsos Global Services in Winnipeg Manitoba and employed by Ipsos Health in New York City. (Euronext Paris: IPSO)

Recruited to develop new client companies that had not previously worked with Ipsos. Oversee and guide all sales and customer-oriented functions associated with this process, especially cold-calling and leading initial statements of capability, introducing relevant Ipsos technical specialists to client buyers and serving as “The Face of the Company” until strong bonds developed between the two teams. Ownership of proposal-writing process, fine tuning and integrating inputs from producers and legal departments to ensure proposals met key buying criteria. Solicit incoming RFP’s, often helping clients to parse business questions into research objectives. Ensure master service agreements were achieved and lobby for preferred vendor status. Liaison to Marketing, PR, Advertising and Legal functions.

Generated RFP streams from 47 “new” companies, securing contracts with 30 companies that had never done business with Ipsos before - total sales volume with these new companies during my tenure exceeded \$5,000,000 USD. Also increased sales volume with existing client companies by identifying and developing “new” buyers within those companies.

 PERSONAL DEVELOPMENT

Education:

- **Master of Business Administration**, The University of Leicester. My thesis analyzed how the “call to action” in advertising for *Products* had to differ from the call to action for *Services* in order to be effective for these two very different classes. This work both validated, and expanded on, Sampson’s Unified Services Theory.
- **Bachelor of Science**, The University of Winnipeg