

David L. Horn

See Contact page on FFC website

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, San Diego, CA 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