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PROFESSIONAL SUMMARY

I am a seasoned professional in evaluating, building & executing sales processes in early stage companies with a focus on technical solution selling. I have a strong understanding of and am extremely skilled in sales methodology, presentations, demonstrations, evaluations and technical closure.

Leveraging thirty plus years as an individual contributor and managing selling teams in over a half a dozen start-up's I have been advising executive teams on "go to market" strategies. This includes analyzing all departmental functions including and supporting sales operations, identifying gaps, and making recommendations on filling those gaps. A solid understanding around pre-sales methodologies when taking a new product to market, strategies on pitching, demoing, evaluating, and closing is a challenge I enjoy tackling. Honest self-assessment of an organization's ability to execute in a sales capacity can be challenging, but often, it is critical to the success of any organization and needs to be embraced.

I am a key partner to the sales executive in analyzing and building the sales program for account managers and sales engineers. I blend a marketing background into this role and have provided consulting around marketing messaging, as well as redesigning company presentations to better align with the customers and their needs. I have extensive experience in developing these sales decks and demonstrations to articulate value and trust.

I have a comprehensive evaluation program or POC methodology that can be applied to any organization to quickly developed a project plan to prepare, execute and achieve technical closure in an evaluation. With the experience to evaluate sales procedures to increasing technical close ratios and reducing the length of sales cycles. Strong understanding of sales inhibitors from a product and process perspective and can work with other departments throughout the organization to improve the process. I can easily apply this to Sales Force to help in opportunity forecasting validation and alignment with the technical evaluation process of the sales cycle.

I have a strong belief that a sales engineer must be a trusted advisor to the customer and provide solutions offering value that must solve a problem or help an organization be more profitable. I believe a Sales Engineer holds a critical role within a sales organization and has to be comfortable interacting with their sales counterparts, executive leadership and other key members throughout the organization.

PROFESSIONAL EXPERIENCE

Provarity

Co-Founder & Executive Vice President, PreSales

Jan 21 - Present

Provarity is pioneering an evaluation solution to help sales engineers manage and succeed in achieving technical closure. At Provarity I have the distinctive role of both running the sales engineering and operations of the organization by leveraging the Provarity solution as the primary platform for customer engagements in the evaluation process. Additionally, I have the unique opportunity to influence product design and feature functionality concepts based on thirty years of sales engineering experience. It is the experience of analyzing, designing and fixing sales engineering processes and procedures in organizations of all sizes. This includes working with early stage to large enterprise organizations, providing the insight and experience essential for success at Provarity. The work we are doing at Provarity will allow selling teams to achieve technical wins on evaluations easily and on schedule while providing leadership insight on daily technical sales operations.

- Integral part of the management team working throughout the organization on company financials, product direction and internal selling.
- Construct and create the sales presentations to customers in the qualification of a product fit for technical selling solutions.
- Develop and monitor the evaluation program to ensure project management throughout the entire technical sales cycle. This includes managing the collection of prerequisite data, evaluation objectives, timelines and close reports in a consultative capacity.
- Collaborate with product management and engineering on solution design and requirements for the technical selling community, ensuring customer requirements and feedback is prioritized.
- Fostering customer relationships during the evaluation journey ensuring we partner together and can deliver solutions that solve technical selling challenges. These solutions will ultimately generate more revenue while providing better forecasting and guidance on the organizations future business.

BehavioSec

Director Sales Engineering & Sales Operations

Nov 18 – Jan 21

BehavioSec is a San Francisco, CA based start-up company focusing on next generation continuous behavioral biometrics. The BehavioSec solution is a signal technology that identifies changes in user behavior reducing ATO and signaling IAM/CIAM customers when to initiate a 2FA/FMA event. I am employed as the Sales Engineering Director for BehavioSec working as the Director of Sales Operations. Collaborating close with the executive team on all aspects of the go to market strategy with the BehavioSec solution. In this capacity I have architected a forecasting and evaluation tracking process to properly predict quarterly forecasts. I have implemented extensive redesign work in Sales Force to ensure proper reporting and forecasting. As Director of Sales Engineering, I have worked with other departments to build a solutions-based sales deck and corresponding demonstrations. In addition, I have rebuilt the entire proof of concept (POC) process from the ground up.

- Design, develop and deliver sales presentations to customers and assist in the qualification of a solution fit within the prospect
- Developed a POC program to ensure project management throughout the entire technical sales cycle is well managed to include the collection of prerequisite data, evaluation objectives, timelines and close reports with a technology that is highly complex and consultative.
- Developed the sales forecast model stages and milestones to move between stages to ensure proper forecast.
- Worked closely with the partner enablement team to enable the IAM/CIAM go to market strategic partners

enSilo

Principal Sales Engineer

Apr 16 – Apr 18

enSilo is a San Francisco, CA based start-up company focusing on advanced malware attack prevention. Currently I am employed as a principal sales engineer covering the DC, New York and New England regions. In this role, I position the enSilo solution to prospective customers and perform on premise presales evaluations. These evaluations typically include malware detonation testing sessions to prove the technologies core capabilities. I strive to develop strong relationships with my customers from initial demo to technical closure.

- Superior presentation and demonstration capabilities coupled with a skillful ability to identify customer requirements and deftly adjust the messaging to meet the needs of potential customers
- Designed the procedures and documentation to run a “Proof of Concept” from inception to technical closure to ensure the success of the POC
- Demonstrate zero-day next generation cyber-attacks focusing on ransomware and data exfiltration, while working closely with the malware researchers in the products ability to prevent successful breaches during the evaluation
- Work with executive leadership on streamlining the sales process from lead generation to opportunity close reviewing best practices and advising on modifications to improve all processes within the sales cycle

Cyphort

Principal Sales Engineer

Apr 15 – Apr 16

Cyphort is a Santa Clara, CA based start-up company focusing on advanced malware detection. I was formerly employed as a principal sales engineer covering the Mid-Atlantic region as well as covering all Federal government activities. In this role, I positioned the Cyphort solution to prospective customers and perform on premise evaluations. These evaluations typically include malware review sessions to finalize the opportunity to technical closure.

Click Security

Principal Sales Engineer

Aug 14 – Mar 15

Click Security is an Austin, TX based start-up company focusing on cyber security detection. I was a principal sales engineer covering all Federal Government and the South Eastern United States. In this role I positioned prerelease products and presented the Click Security cyber detection solutions. I was brought on this team to evangelize this disruptive technology into new markets

Norse Corporation

Principal Sales Engineer

May 13 – Aug 14

Norse Corporation, a start-up company focusing on cyber security data feeds for threat intelligence. I was employed as a principal sales engineer covering the Eastern United States, all public sector, financials and critical infrastructure. In this role I positioned prerelease products and evangelized Norse technologies and future concepts.

Endgame Systems

Principal Sales Engineer Federal DoD

Apr 12 – May 13

In this role I supported my sales team and our partners with Endgame Systems products and services. I was brought on this team to help grow the Federal Business unit. The environment was a startup in security tools and big data technologies. In this capacity I provided guidance and helped work through many of the unique challenges in selling technologies into the Armed Forces and Department of Defense (DoD) community.

Fortinet Corporation: Principal sales engineer federal DoD

Mar 11 – Mar 12

Symantec Corporation: Principal sales engineer federal DoD

Nov 03- Feb 11

Hinge Technologies: Owner Consultant

Nov 01- Oct 03

Veritop Corporation: Marketing Director & Technology Officer

Jan 01- Oct 01

Marbles Corporation: Director of Marketing

Dec 99- Dec 00

On Technology Corporation: Marketing & Sales Engineer

Nov 97- Nov 99

PictureTel Corporation: Marketing Engineer

May 91 – Nov 97

EDUCATION

Gordon College, Wenham, MA

Bachelor of Arts:

Business Administration

Community College of Rhode Island, Warwick, RI

Associates in Science:

Computer Science

ORGANIZATIONS

NE Alzheimer's Committee Member

NCAA Certified Volleyball Referee

PreSales Academic Advisor