

DAVID MCCULLEY

PreSales and Solutions Engineering Leader

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PROFESSIONAL SUMMARY

PreSales and Solutions Engineering Leader at Provarity, creator of Instynx. Advises executive teams on go-to-market strategy, analyzing departmental functions to identify and close gaps. Grounds every engagement in honest self-assessment of an organization's ability to execute, often the difference between success and failure.

Seasoned PreSales leader with decades of experience building and executing sales processes at early-stage companies, focused on technical solution selling. Deep expertise in sales methodology, presentations, demonstrations, evaluations, and technical closure.

Applies AI methodology to the technical PreSales process. Integrates AI-driven tools into demos, evaluations, POCs, and sales operations to accelerate technical qualification, sharpen demo storytelling, and shorten sales cycles.

Blends a marketing background into PreSales, consulting on messaging, presentations, and sales collateral that articulate value. Applies a POC methodology to prepare, execute, and close evaluations, aligned with Salesforce for forecasting and opportunity management.

Believes a sales engineer must be a trusted advisor, delivering solutions that solve real problems and drive profitability. Comfortable across sales, executive leadership, and every key stakeholder.

PROFESSIONAL EXPERIENCE

■ **Provarity**

Jan 2021, Present

Co-Founder and Executive VP of PreSales

Provarity pioneers evaluation software that helps sales engineers manage and achieve technical closure. As Co-Founder, runs sales engineering and operations, using Provarity as the primary customer engagement platform. Shapes product design and features from decades of sales engineering experience across early-stage to enterprise organizations.

- Drives financials, product direction, and internal selling as part of the management team.

- Builds sales presentations that qualify product fit for technical solutions.
- Runs the evaluation program end to end, managing data, objectives, timelines, and close reports.
- Partners with product and engineering on solution design, ensuring customer needs shape the roadmap.
- Builds customer relationships through evaluations, delivering revenue and better forecasting.

■ **BehavioSec**

Nov 2018, Jan 2021

Director, Sales Engineering and Operations

BehavioSec is a San Francisco-based startup in next-generation continuous behavioral biometrics. Its signal technology identifies changes in user behavior, reducing account takeover and triggering 2FA or FMA for IAM and CIAM customers. Directed Sales Engineering and Operations, partnering with the executive team on go-to-market. Architected a forecasting and evaluation tracking process, redesigned Salesforce reporting, and rebuilt the POC process from the ground up.

- Designed and delivered sales presentations, qualifying solution fit for the prospect.
- Built a POC program covering data, objectives, timelines, and close reports for a complex, consultative technology.
- Defined the sales forecast model, stages, and milestones for accurate quarterly forecasting.
- Enabled IAM and CIAM go-to-market strategic partners with the partner enablement team.

■ **enSilo**

Apr 2016, Apr 2018

Principal Sales Engineer

enSilo is a San Francisco-based startup in advanced malware attack prevention. Covered DC, New York, and New England, running on-premise PreSales evaluations with malware detonation testing to prove core capabilities. Built customer relationships from initial demo through technical closure.

- Presented and demonstrated, adjusting messaging to customer requirements.
- Designed procedures and documentation to run a POC from inception to technical closure.
- Demonstrated zero-day cyber attacks, including ransomware and data exfiltration, working with malware researchers on breach prevention.
- Advised leadership on streamlining the sales process from lead to close.

EARLIER CAREER

- **Cyphort** Apr 2015, Apr 2016
Principal Sales Engineer
- **Click Security** Aug 2014, Mar 2015
Principal Sales Engineer
- **Norse Corporation** May 2013, Aug 2014
Principal Sales Engineer
- **Endgame Systems** Apr 2012, May 2013
Principal Sales Engineer, Federal DoD
- **Fortinet Corporation** Mar 2011, Mar 2012
Principal Sales Engineer, Federal DoD
- **Symantec Corporation** Nov 2003, Feb 2011
Principal Sales Engineer, Federal DoD
- **Hinge Technologies** Nov 2001, Oct 2003
Owner and Consultant
- **Veritop Corporation** Jan 2001, Oct 2001
Marketing Director and Technology Officer
- **Marbles Corporation** Dec 1999, Dec 2000
Director of Marketing
- **On Technology Corporation** Nov 1997, Nov 1999
Marketing and Sales Engineer
- **PictureTel Corporation** May 1991, Nov 1997
Marketing Engineer

EDUCATION

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|---|--|
| <u>Gordon College</u> , Wenham, MA | <i>Bachelor of Arts, Business Administration</i> |
| <u>CCRI</u> , Warwick, RI | <i>Associate in Science, Computer Science</i> |

AFFILIATIONS

- **Former PreSales Academic Advisor**
- **NCAA Certified Volleyball Referee**
- **Pickleballer, Golfer, Gardener**