

DAVE THOMA

5118 Frost Avenue
Carlsbad, CA 92008

Home: (760) 717-9039
Email: dave@davethoma.com
<http://davethoma.com>

TOP NOTCH E-BUSINESS / DEVELOPMENT MANAGER

"It's not about technology...it's about RESULTS."

As a highly motivated manager, I possess a proven history of successful endeavors and have been fortunate to work with four profitable dot.com companies, which utilize the 3C's (content, community and commerce). My background includes extensive experience in the management of custom software development projects, with a heavy emphasis on new business development and eCommerce implementations.

SUMMARY

- 24 years experience leading successful software development projects and eCommerce implementations.
- 11 years experience participating in .COM start-ups or creating an Internet retail channel for brick and mortar companies. Have had the good fortune to have worked with several profitable .COMs including Amazon.
- Enjoys implementing low-cost viral marketing strategies to drive customer acquisition (PPC, SEO, SER)
- Strong strategic and tactical planner responsible for business development initiatives as well as functional and project plans.
- Communicates well both verbally and through written communication to people at all levels of the organization.

PROFESSIONAL EXPERIENCE

Thoma Consulting ■ Carlsbad, CA ■ (2005 to Present)

E-BUSINESS CONSULTANT

Selected Contributions:

- Project Manager / Director E-Business Development for Invitrogen's implementation of Fast Search and Day Communiqué 4 content management software which increased gross revenue \$50M its first year.
- Successfully incubated Ministry Discounts which now supports 2k advertisers, and 60k subscribers.
- Successfully implemented Endeca InFront technology as the eCommerce replacement for a multi-channel retailer. Shopping cart conversion rate had doubled and the average order size has increased 27%. Introduced an enhanced PPC strategy which has increased customer acquisition 9%.

Outreach, Inc. ■ Vista, CA ■ (2002 to 2005)

VICE PRESIDENT OF INFORMATION TECHNOLOGIES & E-BUSINESS

Selected Contributions:

- Implemented a formalized software development process, establishing a known and repeatable process throughout the enterprise to manage the rapid development of new IT projects. This resulted in a 90% decrease in defects and eliminated 2.5 "man years" of wasted labor Year 1.
- Led the upgrade of [Outreach.com storefront](http://Outreach.com) which:
 - Improved the Outreach.com brand ([before](#) and [after](#))
 - Implemented intelligent search and navigation using Endeca Infront technology
 - Reorganized method of product merchandising and cross-promotions
 - Added a content management system. This upgrade resulted in a 42% increase in online orders, an 80% decrease in technical maintenance, and empowered subject matter experts to manage merchandise on a daily basis rather than quarterly.

- Introduced new websites such as ThePassionOutreach.com, OutreachMediaGroup.com, ChurchPlants.com, NationalOutreachConvention.com, ImpactSites, OutreachComedy.com and OutreachEvents.com, as well as re-branding efforts for Outreach.com and OutreachTraining.com.

...Continued...

DAVE THOMA

PAGE 2

- Supervised 12 staff members in Technical Operations, Software Development and E-Business departments.
- Consolidated three server farms into one and implemented a “zero-maintenance initiative” which improved service up-time and availability from 98.7% to 99.999%. This initiative reduced maintenance by 600+ hours annually.
- Implemented Pay-Per-Click (PPC) marketing strategies, SEO, and which lead to a 19% increase in traffic.
- Designed and deployed a company-wide list management infrastructure, increasing customer contact by 750% and sales by 14% over a sixteen month period.
- Realigned the goals and objectives of the IT department with those of the organization.
- Successfully managed IT costs within a well-defined budget, coming in below budget three consecutive years. Consistently delivered projects on time and within budget.
- Reduced department’s annual maintenance burden from 87% to 22% over a three-year period by improving system design and streamlining operation procedures.

Pastors.com ▪ Foothill, CA ▪ (2000 to 2002)

DIRECTOR OF INTERACTIVE SERVICES

Selected Contributions:

- Increased revenue by 300% over a four-month period utilizing low-cost viral marketing efforts, resulting in sustained corporate profitability.
- Designed and deployed weekly content and community-building events, resulting in a 150% increase in page views and 22% increase in customer satisfaction over the course of one year.
- Improved online ordering capabilities, yielding an increase in online orders from 15% to 90%.

iBelieve.com ▪ Grand Rapids, MI (based in San Diego Office) ▪ (1998 to 2000)

DIRECTOR OF INTERACTIVE SERVICES

Selected Contributions:

- Directed all online efforts, including eCommerce, merchandising, cross-promotion strategy, content management and development of interactive toolsets.
- Managed three direct reports and corporate relationship with Anderson Consulting (Accenture) to implement its content management and eCommerce systems.
- Negotiated 17 strategic partnerships, including Willow Creek Association, Hallmark, DaySpring Greeting Cards and seven nationally recognized publishers.

ClassiFind Network, Inc. ▪ San Diego, CA ▪ (1996 to 1998)

FOUNDER/PRESIDENT/CEO

- Raised \$3M in capital within 90 days from various angel-funding sources.
- Early ASP provider supporting 55,000 online affiliates.
- As company spokesperson, responsible for audio/video/hard copy interviews, press junkets, press releases, and industry panel discussions.
- Assembled a world-class software development team in less than four months, producing the largest online classified advertising site in the world by 1998.
- Supervised six direct reports (50+ staff members total) with heavy emphasis in Information Technology and software development.
- Achieved the company’s single largest sales contract (3,620 licensees), generating a 250% increase in gross revenue during the first quarter 1998 and an estimated two-year increase of 400%.
- Established personal and strategic relationships with Microsoft, Intel, Real Networks, Yahoo, Multi-Ad Services, Amazon.com, City Search, Homes.com, Inxsys Broadcast, Rent Net, and Auto-by-Tel.

- Personally increased the ad base by 40%, distribution by a multiple of 2,300, and brought increased media exposure and credibility to a young company.

...Continued...

DAVE THOMA

PAGE 3

Thoma Consulting ▪ San Diego, CA ▪ (1995 to 1996)

INTERNET MARKETING CONSULTANT

- Integral member of three-person team responsible for creating the world's first online [Affiliate Program](#) for Internet leader [Amazon.com](#).
- [Amazon.com's Affiliate Program](#) is reported to account for 15%+ of the company's revenue and is the cornerstone of its viral marketing efforts.

Medcomm ▪ Del Mar, CA ▪ (1993 to 1995)

FOUNDER/PRESIDENT

- Designed and implemented Pharmaceutical Recovery Program, which reduced bad debt of participating hospitals by \$250,000 annually. Utilized Visual FoxPro, FoxPro, and proprietary software.
- Leads software development team which streamlines data management, which increased productivity by 65% and raised data accuracy rate from 94% to 99.8%.

StrongCo Products ▪ San Marcos, CA ▪ (1989 to 1993)

INFORMATION TECHNOLOGIES MANAGER

- Directed three-person software/firmware development team in the design of a custom software project, which regulates manufacturing assembly control as producing hard dollar savings of \$1.1M annually, and a nine-month ROI.
- Negotiated 100% replacement settlement with insurance company after an industrial fire decimated the manufacturing plant. Led plant reconstruction efforts, establishing 50% pre-fire capacity within four months, 85% capacity within six months, and 110% capacity within eight months.

SDFM, Inc. ▪ San Marcos, CA ▪ (1980 to 1989)

SOFTWARE DEVELOPMENT MANAGER

- Managed 110-employee warehouse and sales force responsible for \$52.1M in revenue.
- Reorganized MIS under Operations. Managed programming and system administration, expanding LAN services by integrating purchasing, shipping and receiving into MRP system.

EDUCATION

University of Phoenix – Business Administration, 1993

AWARDS

- Named in **1997 MicroTimes Top 100 Online Leaders** as a result of achievements within the industry.
- Awarded three **Best of Show Awards** for use of SQL, ASP and Transaction Server at the 1997 Microsoft World Summit in Orlando, FL, resulting in "Channel Partnership" with Microsoft. Consequently, ClassiFIND's services were showcased to more than 6,000 Microsoft employees and consultants.
- 1992 StrongCo Employee of the Year.

REFERENCES

Business and personal references available upon request.