

Dave Kinnecky

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Start-Up, Turnaround, High-Growth Organizations & Large Company Experience Internet/New Media/Advertising/Marketing Analytics/Technology

High energy, high intensity results-driven metrics focused operating executive with demonstrated ability to lead organizations to deliver beyond expected projections. Credited with turning under-performing or growth organizations into consistent top producers. Experience delivering online technology enabled products and services in competitive business-to-business and consumer markets. Recognized for outstanding organizational leadership, innovation, integrity, determination, business savvy and superb communication and interpersonal skills. Profit and loss responsibility.

PROFESSIONAL EXPERIENCE

CLICKFAST, Inc - Vice President, Sales & Account Management
Albany, NY

2004 to Present

Recruited by ClickFast to turn around underperforming organization and develop a winning sales and marketing effort in the online digital advertising, technology, database and marketing services business. Revenue responsibility of \$100 Million and 55 people in sales, account management, sales operations and consulting services for \$300 Million revenue NASDAQ listed company. Product lines are Internet display advertising software, search engine and keyword optimization software, decision support analytics, targeting and optimization, Rich Media and interactive and "on demand" video (VOD) services.

- Delivered above operating plan revenue and profit performance consistently every quarter. Increased revenue and profit per headcount 18% within one year. Restructured and mobilized the sales, business development and account management, resulting in improved operations to key customer and market segments.
- Developed organization to deliver predictable customer lifecycle support. Institute new programs, key processes and staff upgrades which ignite over-achievement in contract signings, client satisfaction and renewal business by \$16 Million in Internet Publisher, Agency and online Marketer segments.
- Quadrupled revenue and significant customer commitments to ClickFast's Rich Media product by overhauling stalled sales and market strategy. Company moved from sixth to second place in market share in high growth Rich Media space within 9 months.
- Negotiated several multi-million contracts with leading interactive agencies, Internet publishers and gaming sites including a \$12 Million, 5 year agreement with TBay, currently the company's largest customer. The product set includes a search platform keyword management/ROI analytic reporting, optimization and targeting tools.
- Increased performance was instrumental to purchase by buyout firm at improved valuation for \$1.1 Billion.

SAVEMEMONEY.COM - Chief Operating Officer
New York, NY

1999 - 2003

Recruited by Board and founder CEO to provide leadership and operating management for Internet consumer services marketplace serving direct to consumer and business to business segments. Led transition of early stage start-up to profitable high growth company and category leader. Shaped, developed and instituted 3 year Operating Plan. Responsible for product development, Internet marketing, technology, operations, sales and service. Created \$240 million in shareholder value; Company sold for \$350 million.

- Drove financial performance and scaled business from \$7 million in revenue and \$4.5 million in operating losses to \$70 million in revenue and superior net income within 24 months. Stabilized key marketing partner relationships and secured alliances with industry portals in profitable vertical markets. Delivered predictable revenues, improved cash flow and strengthened balance sheet
- Created business development, category and product management departments and disciplines. Recruited top performing senior Marketing and Sales executive team. Launched enabling initiatives in recruiting, people development, performance metrics, standard operating procedures and marketing automation. Achieved market leadership in Internet mortgage lending and insurance segments within one year. Achieved Top 5 Advertiser on the Internet within 18 months (Nielson)
- Developed technology roadmap and investment case. Developed online media and search engine information and operational management information systems to optimize marketing. Hired CIO

EXPERIAL (formerly BRW Information Services)

1989 to 1999

Orange, CA

Experial is the leading credit and marketing database information services company with \$2 Billion in worldwide sales. Product lines include credit and database marketing information, predictive models, and marketing automation software products for credit grantors and direct marketers. Achieved fast track progressive 10 year career path with BRW Information Services/Experial as the company experienced organizational change and acquisition activity.

Position Highlights:

- **Vice President, Market Development & Planning—Experial** (1995 to 1999)
- **Director of National Sales – Experial Business Information Services** (1992-1994)
- **Early Career** with **Experial Information Services** (1989 to 1992) includes position as **Regional Sales Manager**. Responsible for sales and customer service. Surpassed quota consistently; repetitive **President's Club Award Winner** and recognized as **Sales Manager of the Year**.
- **Executive leadership and development training in organizational development, international marketing, finance, process management and quality**

Selected Accomplishments:

Vice President of Market Development and Planning— Experial:

- Played a critical role in the management team in a successful LBO to form Experial, a spin-off of BRW Information Services
- Negotiated strategic partnership with Fair Isaac (FICO) for new direct marketing and credit risk products for direct marketers, financial institutions and telecommunications marketplaces
- Established a data warehouse as a business analysis tool to support improved process for analyzing customer purchase patterns, pricing trends, customer lifetime value and cross-sell opportunities
- Achieved 20% annual revenue growth against strong, entrenched competition through channel expansion and affiliate programs. Surpassed operating plans consistently
- Spearheaded the market launch of a new information and credit risk predictor product for direct marketers selling into the small business segment; BRW(Experial) **Chairman's Award** for product innovation

Director of National Sales – Experial Business Information:

- Promoted to build and lead a 120-person national sales, service and distribution organization. Consistently overachieved sales goals. P&L responsibility for \$45 million business line

EDUCATION

BA – Sarah Lawrence College, New York, 1988