

CHRISTOPHER M. DANCY

2613 Cherry Street, Denver, Colorado 80207 ~ 303.459.4083 / 720.936.9192

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Dear Sir or Madam,

As I consider career options that offer rewarding opportunities to utilize my advanced knowledge of the software industry, marketing background, and related technical skills, I am quite interested in joining your organization in a **Sales & Marketing Leader**. I have therefore attached for your review and consideration a résumé that outlines my credentials and background. I have recently dissolved my start up, after having issues with my partners. Due to this, I am currently on the market to utilize my skill set.



My ability to drive significant market and sales growth is well-known throughout the software industry, and I have earned strong commendations from numerous CEOs and Gartner for my ability to turn around struggling software divisions and contribute to the success of marketing efforts. With a solid range of technical expertise spanning solutions design, customer requirements analysis, and support evangelism, my record of revenue growth—including the ability to position technical firms for global market dominance—is among the strongest you will find.

Other results of my technical, sales, and customer relationship management leadership include:

- Creation of fully educated sales organizations with advanced technical training and support
- Passion for devising advanced technical strategies and solutions to customer needs
- Boosted sales growth and market position for NetworkD, Touchpaper Corporation, and FrontRange Solutions
- Enhanced channel partner relationships built on key product solution concepts
- Numerous accolades for strong performance, including Consultant of the Year and President's Club
- Ability to address audiences from executives to end users, with numerous conference speaking engagements

Given my talent for presentation, persuasion, and leadership in the technical sales arena, I am certain that you would find my expertise to be a valuable investment at your company. I look forward to discussions regarding your specific needs and my ability to add value to your organization.

Sincerely,



Christopher M. Dancy

Enclosure

CHRISTOPHER M. DANCY

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SALES LEADER

GLOBAL REVENUE GROWTH | SALES FORCE TRAINING & SUPPORT | RELATIONSHIP MANAGEMENT

"Chris' knowledge of HEAT and TouchPaper has accelerated our adoption of LDSD... his enthusiasm for the Touchpaper solutions linked to his understanding of the market and customer requirements make him a highly effective leader."

- President and CEO, NetworkD

Prominent, well-respected technical sales support and IT solutions expert with exceptional revenue growth record and **ability to position software firms as industry players** in aggressive new markets. Proactive communicator and marketing authority with talent for distilling technical concepts for a myriad of audiences; **hailed for bringing first-ever corporate profits** with focused global outreach strategies. Tenaciously open profitable markets via webinars and conference speaking engagements. Open to travel. **Technical and sales expertise includes:**

- | | | |
|----------------------------|------------------------------------|-----------------------------|
| ~ Solution Selling | ~ Product Marketing Strategies | ~ RFI / RFP Response |
| ~ Matrix Leadership | ~ Sales Force Training & Support | ~ PreSales Campaigns |
| ~ Webinar-Based Training | ~ Service Catalogue Management | ~ ITIL & HDI Certifications |
| ~ Enterprise Sales Support | ~ C-Suite and Client Presentations | ~ Customer Requirements |

SELECTED TECHNICAL SALES & MARKETING HIGHLIGHTS

- **Personally selected by CEO as two-time Presidents Club winner** leading global market expansion for iValue, with leadership role in marketing, presales training, and creation of product guidelines.
- Achieved industry recognition and **generated \$6M+ revenue** by bringing all of iValue to market after conceptualizing iLaunchpad **to transform business into industry's first automation software provider.**
- Created vertical sales training for North American senior sales executives **crucial to enhancing understanding of ITIL vs. service software**; delivered training to NetworkD and other channel partners.
- Ended 14-year North American market business challenge and broke profit records, **attaining \$5M+ annual revenue vs. \$2.5M loss all within single year and inspiring sales team achievement.** Drove enterprise business with language solution, gaining ground against BMC, FrontRange Solutions, CA, and Infra.
- **Established Touchpaper as service automation software thought leader** by producing webinars on ITIL, Web 2.0, virtual workforce management, and other topics; engaged 500+ attendees for six-month series.
- **Expanded revenue opportunities with presales training** for resources throughout the U.S. based on FrontRange Solutions background, and **creation of customer reference system** using vertical markets.
- Opened markets by **expanding software usability perception** among traditional "silos" for desktop management and IT service management, promoting concept of single IT asset center model.

PROFESSIONAL HISTORY

Touchpaper Corporation, Woking, United Kingdom

2007 – July 2008

Leading global provider of IT business management solutions and related professional services.

VICE PRESIDENT OF BUSINESS DEVELOPMENT

Recognized in High Achievers Club for driving dramatic improvement in market share at international service automation software manufacturer and provider of professional services, maximizing market presence through in-depth customer education and awareness, including enterprise sales support, global campaigns, and customer outreach. Held cross-functional leadership for 30+ senior sales executives.

- Reached target markets through product evangelism including speaking engagements, best-practice information sharing, whitepaper creation, and partnership with IT support teams.
- Set stage to allow LANDesk acquisition by championing translation path, first establishing market position and subsequently educating OEM channel teams on service software and ITIL concepts.

NetworkD, Newport Beach, California

2002 – 2007

#1 global provider of infrastructure management software and business process solutions.

DIRECTOR OF PRODUCT DEVELOPMENT, 2005 - 2007

Repeatedly promoted based on exceptional record of solutions marketing and sales support affecting profitability for Service Desk Technologies/Desktop Management Strategies products. Educated marketing team on value proposition, marketing collateral, trade shows, beta testing, and testimonials.

- Retained ITIL-focused customers, creating iServiceDesk for HEAT representing industry's first out-of-the-box, best-practice add-on to FrontRange Solutions' HEAT product.
- Managed nearshore development with NetworkD Miratech in the Ukraine.
- Utilized competitive intelligence to assess demand; created specifications and marketing collateral.

LEAD SOLUTION ARCHITECT, 2002 - 2005

Served as HEAT Service Desk and LANDesk leader chartered with ITIL best-practice education to clients. Conducted seminars, managed installations, and trained users in support/help desk solutions and LANDesk. Contributed sales engineering, project management, and solution consulting. Managed RFP/RFI process.

- Grew Service Desk Software practice by demonstrating combined desktop management/service desk value.

FrontRange Solutions, Colorado Springs, Colorado

1999 – 2002

Software manufacturer of CRM and customer service solutions to mid-size firms and distributed enterprises.

PROFESSIONAL SERVICES CONSULTANT

Led technical concept development, bringing unique ability to transform HEAT product into platform for business alignment. Furthered product line success as evangelist/trainer to 1,000 users, with 90%+ travel.

- Gained "Kung Fu" reputation for technical drive and ability to execute on new product concepts.

Previous Experience: TECHNICAL SERVICES MANAGER, **WebMD**, Van Nuys, California (*Conducted presentations to 200+ medical organizations, managed 50 Service Desk Engineers, and rolled out Windows company-wide*)

EDUCATION, TRAINING, & CREDENTIALS

Bachelor of Science, Mount St. Mary's College, Emmitsburg, Maryland

Professional Training: MCSE 3.51; Oracle 8i Administration; LANDesk Certified Engineer; ITIL Foundations, ITIL Practitioner; Knowledge Centre Certified; Microsoft Operations Foundation; Sarbanes-Oxley; Six Sigma; HDI Help Desk Manager; Touchpaper Configuration; Service Catalogue Management

Certifications: **ITIL Practitioner; HDI Support Center Manager; Service Catalogue Manager**

PROFESSIONAL AFFILIATIONS

Help Desk Institute (**HDI**)... Information Technology Service Management Forum (**itSMF**)... Information Technology Infrastructure Management (**ITIM**)... Distributive Education Clubs of America (**DECA**)

SPEAKING ENGAGEMENTS

2008, 2007, 2005 HDI User Conferences ("Support Goes Home"; "From Self Service to Survey"; "FrontRange HEAT Real World Best Practices")

2008 Touchpaper Thought Leadership Series

2008 Service Catalogue Series

2006 Help Desk & IT Support Show Annual Conference ("HTML: Out of the Box Best Practices")

2006 Mission Impossible Movie Premiere ("LANDesk Security Suite Best Practices")

2006 NetworkD Webinar

2005 Star Wars Episode III Movie Premiere ("Spyware & Adware: Emerging Security Trends & Technologies")

2005 itSMF User Conference ("Metrics behind Password Self Service")

Additional Engagements - WebMD, FrontRange, Department of Education, HDI

CHRISTOPHER MATTHEW DANCY

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PROFESSIONAL & PERSONAL REFERENCES

Graham Ridgeway - *CEO, Current Employer*

CEO TOUCHPAPER CORPORATION, AN AVOCENT COMPANY
+44 (1483) 744405
graham.ridgeway@avocent.com

Ashley Leonard (Mr.) - *CEO and President, Former Employer*

CEO and President NETWORKD GROUP
(949) 222-2287
ashley.leonard@networkd.com

Kevin Auger - *Former Colleague*

Business Line Director LANDESK, AN AVOCENT COMPANY
1-800-982-2130
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Toby Martin - *Former Colleague*

Senior Corporate Strategist LANDESK, AN AVOCENT COMPANY
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Robin Beland - *Former Colleague*

World Wide Director Sales FRONTRANGE SOLUTIONS
1 800 776 7889
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Jason Holmberg - *Former Colleague*

Senior HEAT Product Manager FRONTRANGE SOLUTIONS
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Paul Webb - *Industry Analyst*

Analyst GARTNER GROUP
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Ron Munns - *Former Colleague*

Founder HDI (HELP DESK INSTITUTE)
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PROFESSIONAL TESTIMONIALS

"Before employing Chris I was aware of his great reputation in the industry, which in itself is no mean feat. When as CEO at Touchpaper I employed him, his reputation proved to be completely justified. Chris has huge knowledge of ITSM specifically as well as very broad experience of the technology industry. He also has the ability to think at a high level strategically as well as an eye for covering lower level detail. This all combines with Chris' superbly compelling presentation skills and appetite for work."

-Graham Ridgeway, Touchpaper, CEO

"Chris's knowledge of HEAT and TouchPaper has accelerated our adoption of LDSD powered by Touchpaper. His enthusiasm for the Touchpaper solutions linked to his understanding of the market and customer requirements make him a highly effective leader"

-Ashley Leonard, NetworkD, President and CEO

"I would recommend Chris without hesitation. His creativity, enthusiasm and work ethic are all outstanding, and very few people have such an encyclopaedic knowledge of the ITSM industry. Combining all this with his willingness to take on - and overcome - any challenge makes Chris a significant strategic asset to any organization."

-Ian Aitchison, Touchpaper, Worldwide Presales Director

..."the whole team performed quite well but Debra Meyer and Chris Dancy were particularly important to the success of the project. Their ability to professionally and gracefully adapt to unexpected changes in project scope and system requirements mitigated project risk and ensured project success."

-Paul Denvir, Gartner, Senior Analyst

"Chris has been a incredible addition to the Touchpaper team. It has been very helpful not only to have someone to help me in all aspects of the product, but also with the Help Desk industry. Chris does a lot of proactive communication which is a fantastic benefit. Most of all it has been great to have a North America resource that helps with communication and sales."

-Brian Hoskins, LANDesk, Corporate Strategist

"Your assistance on tips and tricks, sharing interesting knowledge (industry and product), and knowledge of the market have been invaluable to our modest success the past 6 months. I personally appreciated your effort and contribution to LANDesk specifically on the training (the week at NetD) and support of our OOTB design. I would like to find a way to strengthen the company relationship and make LANDesk more strategic"

-Kevin Auger, LANDesk, Business Line Director

“Chris Dancy has been an exceptional resource for the marketing and sales team at NetworkD. In the last 6 months he has attended countless meetings and marketing events... standing in as a key pre-sales resource. Not only does he articulate the value of the Touchpaper solution well, he brings a deep understanding and excitement about the Service Desk industry that is rarely matched by others.”

-Karen Stones, NetworkD, Global Marketing Manager

“Chris’ ability to describe the Touchpaper product in HEAT terms, and constant availability to answer questions, has made ramping up on LDSA much easier than it would have been otherwise.”

-Joseph Marsh, NetworkD, Service Desk Practice Manager

LinkedIn Recommendations

Christopher Dancy's Summary

Founder, Vice President Sales and Marketing at ServiceSphere

“Chris Dancy is an engaging marketer and salesman, he prepares and presents clearly and has a good feel for his target audiences both in person and via internet or phone conferences. As a developer I have found Chris' product ideas to be initially a little grand, but well thought out and easily broken down into achievable solvable tasks. He takes criticism and feedback very well, and often incorporates it immediately into our projects.” February 1, 2009

[Aaron Hicks](#) , *Systems Analyst , ServiceSphere*
worked indirectly for Christopher at ServiceSphere

“I met Christopher last year and have been working with him for the past months. He is extremely knowledgeable on ITIL and is an expert within the service desk industry. Chris has a good technical background which makes it easy for him to understand customer needs effectively. He is also excellent in Marketing and Business Development, since he can quickly evaluate and understand customer needs, and easily recommend the most cost-effective way forward. Highly recommended!” January 24, 2009

[Mark Agius](#) , *Support Manager , ServiceSphere*
worked indirectly for Christopher at ServiceSphere

“Christopher is an innovative and resourceful marketer - he found us new partners, clients and numerous innovative ways of getting our marketing message out there” January 23, 2009

[Paddy Marra](#) , *Owner , ServiceSphere*
worked directly with Christopher at ServiceSphere

Vice President of Business Development at Touchpaper an Avocent Company

“What can I say about Chris? I was honoured to work with him while he was at Touchpaper. He is a human dynamo in capital letters! Exceptionally gifted, he has a rare ability to translate technology into a business context that everyone wants to hear about. Combined with his natural charisma, he has flair for influencing both colleagues and customers alike. His drive is both inspiring and infectious and I would recommend Chris to anyone.” January 29, 2009

[Julie Aguilar](#) , *Corporate Marketing Manager , Touchpaper Software plc*
worked with Christopher at Touchpaper an Avocent Company

“I only had the pleasure of working with Chris for around a year whilst our paths crossed at Touchpaper, but to say I was impressed is a huge understatement. His enthusiasm for his role was extraordinary and infectious at every level, and it only took a short time in Chris's presence to be totally hooked and wanting for more. His knowledge of the markets and professionalism were second to none, and he was always quick to recognise and praise the deeds, actions of others. He's a positive dynamo, true to his word, and not afraid to wear his emotions on his sleeve. A true asset to any organisation and destined to succeed in all of his ventures.” January 29, 2009

[Julian Wigman](#) , *Product Manager , Avocent*

worked with Christopher at Touchpaper an Avocent Company

“Chris is a fantastic advocate for explaining to customers how to get the best from technology. He is extremely knowledgeable as well as enthusiastic and his passion for helping users gain real business value from IT comes across in everything he does. In terms of IT Service Management, he has hugely extensive knowledge and I would recommend him to anyone who wants to better understand how to gain real value from IT service.” January 28, 2009

[Marina Stedman](#) , *Global Marketing Director , Touchpaper*

worked with Christopher at Touchpaper an Avocent Company

“Christopher Dancy is dedicated, enthusiastic and a pleasure to work with. He's a hard worker, a team player and would make a great asset to any organization. I could always count on Chris to deliver great results because of his deep industry knowledge and solid, out-of-the-box ideas. Also, I found his positive attitude to be a great motivator.” January 25, 2009

[Joanna Stasuk](#) , *North American Marketing Manager , TOUCHPAPER CORPORATION
(Recently acquired by Avocent, Inc.)*

worked directly with Christopher at Touchpaper an Avocent Company

“Chris is a hugely talented guy with exceptional drive, knowledge and passion for his work. He has a unique blend of technical and commercial expertise and successfully tailors his delivery to the audience. His energy and attention to detail never failed to amaze me. He is incredibly knowledgeable and always has his finger on the pulse. I would highly recommend Chris and hope we get to work together again one day.” January 25, 2009

[Julie Edwards](#) , *Product Manager , Touchpaper Software*

worked with Christopher at Touchpaper an Avocent Company

“Chris is an outstanding example of a successful Sales Consultant. Chris is always cheerful and brings an exceptionally positive attitude to everything he does. His marketing and sales abilities are superior and he has always delivered on his numbers. Technically, Chris is a solid engineer and has assisted my people and me on a number of occasions. I highly recommend Chris to any organization that wants successful people in results orientated business.” January 23, 2009

[Jim Sargent](#) , *Director Sales Engineering, North America , LANDesk Software*

was with another company when working with Christopher at Touchpaper an Avocent Company

“I would recommend Chris without hesitation. His creativity, enthusiasm and work ethic are all outstanding, and very few people have such an encyclopaedic knowledge of the ITSM industry. Combining all this with his willingness to take on - and overcome - any challenge makes Chris a significant strategic asset to any organization.” August 10, 2008

[Ian Aitchison](#) , *Worldwide Presales Director , Touchpaper*
managed Christopher at Touchpaper an Avocent Company

“Whether it comes to Public Speaking, Account Management, Product Development or Customer Service, Chris always goes far above and beyond the call of duty every time. If he is on your team, you are sure to be a winner.” March 27, 2006

[Karen M Stones](#) , *Marketing Coordinator , NetworkD*
worked with Christopher at NetworkD

Director of Product Development at NetworkD

“I have always considered Chris as a peer and someone really enjoyable. I was impressed by his best practices and business knowledge, and further more by his dedication. I have never met someone so dedicated to his business and so active in a team, you knew you can rely on him. Additionally, once you met him, you can never forget the show” November 7, 2008

[Marc-Alexandre Brizard](#) , *Business Manager (ITSM) over EMEA Region , NetworkD*
worked directly with Christopher at NetworkD

“Chris taught me more about how to do my job to date than anyone person has ever done. Chris made me a better presenter. Showed me everything I know about service desk products and made me work harder to meet his exceptional levels. Chris made every day working together special. I would give anything to work with him again.” April 11, 2007

[Ken Chalberg](#) , *Solutions Architect , NetworkD*
worked indirectly for Christopher at NetworkD

Senior Consultant at FrontRange Solutions

“I had the privilege of managing Christopher during my time at FrontRange Solutions. Christopher proved himself to be a technically savvy consultant that also possessed strong skills in the areas of solution sales, engagement management, and issue and conflict resolution. He has strong business intelligence and maintains excellent client relationships. I would highly recommend Christopher to lead a Professional Services organization in any technical field.” February 4, 2009

[Mike Dunker](#) , *Director of Professional Services , FrontRange Solutions*
managed Christopher at FrontRange Solutions

“Christopher is a great person to know and work with. He knows his technologies and knows people. Loved working with him!” July 21, 2008

[Sonny Espinoza](#) , *Principle Consultant , FrontRange Solutions, Inc.*
worked directly with Christopher at FrontRange Solutions

“Chris and I worked at both Medical Manager and FrontRange Solutions. I have never met a more intelligent, customer centric individual. If I ever needed assistance, Chris was there for me and I still ask his opinion on many things.” April 25, 2008

[Bobbi Paine](#) , *Senior Instructor , FrontRange Solutions*
worked with Christopher at FrontRange Solutions