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**CHIEF EXECUTIVE OFFICER ǀ CHIEF OPERATING OFFICER**

Proven transformational leader who enables companies to drive revenue and scale operations globally through tenacious pursuit of opportunities and resources. Excels in startup environments where outworking competition to be first to market is of critical importance. Leverages contacts and expertise in venture fundraising to fuel growth and meet exit goals. Flexible and dynamic communicator, at ease developing relationships with technical and non-technical stakeholders at all levels.

**KEY SKILLS**

Business Transformation Change Leadership Revenue Growth

Market Penetration Strategy Development Team Building

Process Improvement Sales & Marketing Client Engagement

**PROFESSIONAL EXPERIENCE**

**AppScale, Inc.**

**Chief Operating Officer (2019 to present)**

Drive opportunities to grow revenue, reorganize the leadership team, and develop a new strategic plan. Built and oversee sales and marketing function, develop pipelines, and penetrate accounts at the C-level. Design methods to improve product presentation and customer engagement by better demonstrating proof of concept, identifying success metrics, and delivering value post sale. Partner with CEO to refine and implement the strategic plan while ensuring that the budget, staff, and priorities remain aligned with overall business goals.

* Recruited by the CEO of this venture-funded cloud infrastructure software startup to raise capital while developing the capability to secure and scale commercial partnerships
* Defined and created the proposal used to pitch and contractually obtain a strategic commercial partnership with Markley Group, the largest data center in New England. In addition to leveraging complementary offerings, the relationship also resulted in $500K in second round capital
* Led the company’s entrée into the cryptocurrency market and the landing of two new accounts by demonstrating the company’s capability to outperform major cloud storage providers (including Amazon Web Services) to improve data security, reduce costs, and ensure compliance with regional regulators
* Identified and presented several operational cost cutting moves that included shutting down a West Coast operation, which was projected to save ~$200K in staffing and rental expenses
* Accelerated personal understanding of the technical needs of each target market, thereby providing direction and mentorship to lead generation, presales, negotiations, implementation, and customer success functions
* Continued to perform at a high level despite going through treatment for a highly invasive type of brain cancer. Pushed providers to forgo typical staged treatments in favor of a more aggressive strategy that has led to full remission. Earned praise from one of the world’s foremost oncologists for providing better research on the condition and treatment than he had received from known medical research experts

**Genscape**

**Managing Director & Chief Marketing Officer (2011 to 2018)**

Partnered closely with CEO to drive restructuring of SaaS based market intelligence and financial data provider. Developed and delivered upon vision for new product development and marketing. Sought out transformative and innovative partners to enhance brand development. Directed operations to ensure efficiency, quality, service, and cost-effective management of resources. Reviewed and recommended operational policy changes to the CEO and Board of Directors. Supported recruiting and professional development to build a highly effective, technically proficient team. Directly led staff of 50 employees.

* Recruited by the CEO, a former colleague, to co-lead restructuring of the entire organization. Conceptualized and implemented sales, product, operations, IT, and marketing programs that catalyzed revenue growth from $15M to $85M in 5 years
* Grew the cross functional team from 350 to ~1K employees and revenue from $30M to $80M+
* Executed largest strategic partner signing in company history, Bloomberg Financial, which generated $18M deal over 5 years while producing $5M per year in free favorable major media attention
* Created a new $30M revenue stream by commercializing an innovative use of NASA satellite data to measure annual US corn crop and infrared camera technology for aerial thermal measurement of crude oil inventories
* Mentored the CTO, a technical mastermind, to strategically launch the most sophisticated SaaS-based technology platform that existed on the market and transform Genscape from unknown brand to undisputed “Vanguard of Their Industry,” as cited on the front-page of the Wall Street Journal
* Renegotiated all vendor purchasing contracts for the company's core technology hardware platforms, saving over $1M and locking in faster and higher quality acquisition of critical technology assets
* Recruited as subject matter expert on innovative technology deployments to speak at national industry conventions. In addition to producing excellent PR, the forum introduced Genscape to a larger talent pool of infrared technology experts and consultants

**Flir Systems**

**Director of Global Marketing (2005 to 2011)**

Managed 35 employees and drove significant turnaround of $6.4B organization with declining revenue. Formulated and executed comprehensive external communications/marketing, branding, and development strategies to drive revenue growth and ensure consistency throughout the organization. Led multiple restructurings and addressed business, human resources, and talent challenges. Ensured the continued development and management of a professional and efficient organization.

* Attained President Award for Customer Innovation and earned CNBC’s “Top 10 Performer of Decade” award for positioning company as a segment leader
* Conceived and implemented green building launch strategy featured on This Old House and The Today Show, adding $17M in revenue
* Defined and executed a new mass customization operating model, transformed marketing and sales model, and successfully penetrated 30 new market vertical opportunities
* Successfully lobbied Congress to change Environmental Protection Agency (EPA) regulations to open pipeline leak detection market, generating $100M+ in revenue over 5 years; obtained feature coverage on ABC News, 60 Minutes, and various other media channels

**Director of Marketing (2000 to 2005)**

Hired by company leadership to transform an infrared cameras and thermal imaging equipment organization with $23M in annual losses to earning $230M annually over the next 10 years.

**Previous employment:** As Director of Business Development for Zefer, Inc: Drove capture of $100M in new revenue within 18 months, despite competition from McKinsey and Booz Allen, positioning Zefer as fastest growing company in MA. Strategic plan achieved Harvard Business School Business Plan of the Year.

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**Marquette University**

Bachelor of Business Administration

* Study Abroad: Ealing College (London, UK): International Economics & Marketing

**Churchill College (Cambridge, UK):** Leadership Development & Coaching Program for Senior Executives

**Kellogg Graduate School of Management, Northwestern University**: Certificate in Art of Venturing in Corporate & Independent Settings