

PRODUCT FACT SHEET: DAVID VAN TOOR

PRODUCT SHORT DESCRIPTION

An Entrepreneurial General Manager, expert in most business disciplines, who simply Gets It Done!



PRODUCT ATTRIBUTES

Alternative Name: DvT

Key Features:

Can reduce complex business problems to root cause, then builds and motivates the right team to execute the best solution, faster than traditionally possible.

Expert in integrating Social Media strategies into Traditional Business Models

Comprehensive Operational Expertise

Accomplished at navigating large organizations to gain rapid results

Contact: 949.242.9588 david@davidvantoor.com San Clemente, CA

USE CASES

- 2011 Developed Go-To-Market strategies for two healthcare start-ups
- 2007 ACT! customers posting negative reviews on Amazon.com.
DvT Solution: As SPV/GM for ACT!, posts name and phone on Amazon, and creates [ACT! Customer Community](#)
- 2001-2009 Built sustainable, profitable businesses from failing operations by providing desired customer value, delivered by sound operational methods

DEVELOPMENT HISTORY

- ~ Go To Market strategy development for two healthcare startups
- ~ P&L responsibility up to \$100M Business Software Divisions
- ~ Career Expertise in Product Design, Development, Product Marketing, Product Management, Sales & Marketing
- ~ Experience in Australia, New Zealand S.E. Asia, USA, Canada

WHO BENEFITS FROM IMPLEMENTING

CEO's of customer experience based organizations needing to add leaders who "Get It"
CEO's frustrated at the inability of their staff to adapt rapidly in the face of a changing market
CEO's moving their company from a Product Focused business to an Experience Based one

PRODUCT INCOMPATIBILITIES

Sacred Cows
Status Quo
Acceptance of Mediocrity

SUCCESSFULLY USED BY

Epicor Software: [Head of Epicor Australia](#), [SVP/GM Legacy Products](#)
Sage: SVP/GM CRM Product Group