

# Adam K. Richardson

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## Market-Aware CEO & COO Behind Millions in Profits

*Exceeding Global Industry Demands—With Profitable Buyouts*

Technically Astute Executive & Skilled M&A Negotiator

**T**ake-charge leader who quickly overcomes profit and growth challenges, leveraging entrepreneurial drive and market acumen for success in new-market ventures and tech firms. Frequently boosts team motivation, customer satisfaction, and product quality to reach aggressive profit goals, while managing network of stakeholders.

- **Trusted Board Advisor** and executive team collaborator regularly exceeding profit goals (80% over target).
- **Growth Driver** eliciting loyalty in volatile situations and orchestrating outcomes attractive to investors; frequently tapped to take on seemingly insurmountable growth and profit challenges.
- **Top 10% Performer** at Deloitte, selling \$7M projects and driving delivery of challenged \$300M initiative.
- **High-Performance Motivator** designing incentives to accelerate sales and delivery, fueling 20% margin increase to 58% in 2 years and transforming brand to best-in-class via focused quality / delivery oversight.

Strategic Planning & Execution ▪ Exit Strategies ▪ Technology Solutions ▪ Social Media ▪ Market Share Improvement  
Turnarounds ▪ Global M&A ▪ Technology Expertise ▪ Sales Strategy ▪ Operational Improvement  
Revenue Growth ▪ Tactical Problem-Solving ▪ Productivity Improvement ▪ Team Restructuring ▪ P&L

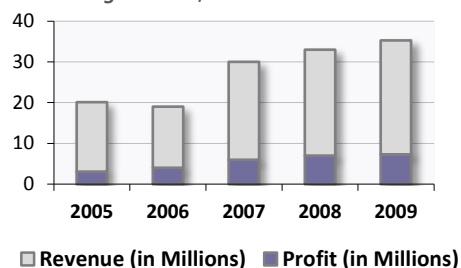
## Executive Value Offered

### Dramatic Turnarounds & Strategic Exits

- ✓ **\$7M annual profit (from \$6.7M loss)** orchestrated at online government service pioneer MobileGov.
- ✓ Brand positioning / revitalization at G-Analytics.
- ✓ Growth in hosting service – **saving company from bankruptcy 3 times.**
- ✓ Margin expansion to 70% (\$4M revenue).
- ✓ Reversal of 6 years' stagnant growth by targeting high-value NGO, mobile, CPG, and government clients.

### Top & Bottom-Line Results

*Turning Around \$6.7M Loss at MobileGov*



## Career Trajectory & Education

**PRESIDENT & CEO**

G-Analytics, 2010–2013

**PRESIDENT & CEO**

MobileGov, 2005–2009

**EVP GLOBAL SERVICES**

MobileGov, 2004–2005

**CIO**

MobileGov, 1999–2004

**SENIOR MANAGER / MANAGER**

Deloitte, 1996–1999

**LEAD ANALYST**

Deloitte, 1991–1996

**MBA – EMPHASIS IN FINANCE**

Boston University, MA

**BS IN COMPUTER SCIENCE**

**BS IN ECONOMICS**

Texas A&M University, College Station, TX

## Professional History

### G-ANALYTICS (Acquired by Eco-Technology)

New York, NY ♦ 2010 – 2013

#### PRESIDENT & CEO

#### Tripled Revenue to \$2.2M by Stimulating Market Interest, Leading to Eventual Buyout

**Orchestrated profit turnaround and strategic exit after Board recruitment** to boost market share—overcoming challenges faced by 2 previous CEOs—at provider of geo-analytics SaaS for U.S. intelligence and commercial markets. Created and led marketing and sales strategies, winning high-profile contracts with Fortune-ranked corporations. Orchestrated buyout (completed 2013) after reorganizing business and helming technology quality. Directed executive staff, including founder, with 4 direct and 22 employee/consulting reports.

*New Corporate Contracts... Technology Product Stabilization... Market Messaging & Positioning*

- **High-ROI Accounts:** Secured account wins including **Citibank, Coca-Cola, Nielsen, CIA, Apple**, and others as primary negotiator, with 550% rise in market share of voice after capitalizing on new-customer press.
- **M&A Suitors:** Presented value proposition to 12 key acquirers (Yahoo, Dell, Apple) during yearlong process; negotiated terms and completed transaction with final buyer in 5 weeks from term sheet to closing.
  - Ensured retention for key talent during acquisition, structuring 12-month incentives for viable transition.
  - Exceeded anticipated results, *achieving high multiple on revenue despite weak M&A market.*
- **Branding Strategy:** Raised market awareness among key competitors including Apple and Inno-Technology, driving emergence as competitive SaaS solution while increasing product features.
- **Technical Leadership:** Improved technology product quality, adding social media engineering/sharing capability; conferred with CTO to develop geoprocessing algorithms (100X faster vs. standard).
  - Reached quality milestones, satisfying intelligence industry requirements for mission-critical performance.

### MOBILEGOV (Acquired by BVG)

New York, Singapore, & France ♦ 1999 – 2009

#### PRESIDENT & CEO (2005 – 2009)

**EVP OF GLOBAL SERVICES (2004 – 2005) | CIO (1999 – 2004)**

#### Built Operation to \$7M Annual Profit From \$6.7M Loss

Promoted by Board after rising through tech and operational executive roles—**staving off revenue challenges and creating successful exit despite millions in previous losses** at IT services firm offering transformational government solutions. Retained hands-on interest in services key to resolving profit obstacles, consistently outpacing profit targets. Managed 6 direct reports and 110 total employees as CEO. Managed \$27M P&L.

*Revenue Growth... Quality Improvement... Profit Strategy... Operational Efficiency & Customer Satisfaction*

- **Turnaround Success:** Revitalized business—negotiating strong contracts and intensifying team incentives, ensuring dividend payouts and facilitating capitalization restructuring in preparation for M&A transaction.
- **Competitive Positioning:** Led sale to BVG (even in distressed global M&A market) after diversifying concentration in core account and transitioning U.S. division to ChoicePoint; *created well-run operation with 100% on-time delivery attractive to buyers.* Surpassed investor expectations with high-dollar buyout.

## Professional History

### **MOBILEGOV: PRESIDENT & CEO, EVP OF GLOBAL SERVICES, CIO – Continued...**

- **Profit Increases:** *Facilitated 53% growth to \$27M delivery organization*, boosting customer satisfaction and averting loss from 3 core customers with immediate efficiency improvements as EVP Global Services.
  - Strengthened brand, business strategy, and go-to market approach for sustainable customer alliances.
  - Closed high-margin, \$30M contract with Capgemini, meeting requirements by promoting new operations leader in the U.K. tasked with expanding development capacity.
- **Concurrent Executive Charter:** Maintained authority for hosting business after promotion to CEO (rising to \$7.3M profit on \$28M revenue by 2009).
- **Operational Excellence:** Built high-performance delivery team accountable to service quality and margins, replacing 75% of operations staff and sourcing motivated talent crucial to customer satisfaction in Europe.
  - Outpaced PWC expectations with new turnaround leader promoted to rework delivery quality.
  - Created brand reputation for top-notch quality and delivery, personally directing 50+ application releases for prominent government agencies and securing \$96M total in outsourcing contracts.
- **International Growth:** Expanded UK business to new 80-member sales / marketing and delivery groups.
- **Technology Management:** Quickly grew hosting business from inception to \$4.5M revenue and 71% gross margin in 5 years—the sole consistent profit source among all company divisions leading to shareholder capitalization restructuring.
- **Quality Certifications:** Led ISO 9001, ISO 20000, and ISO 27001 credentialing as part of growth strategy.

### **DELOITTE**

New York & San Francisco ♦ 1991 – 1999

**SENIOR MANAGER** (1998 – 1999)

**MANAGER** (1996 – 1998)

**CONSULTANT** (1993 – 1996) ♦ **ANALYST** (1991 – 1993)

### **Rescued Prominent, \$300M Project Challenged by Frequent Overruns**

**Earned promotions for consistently strong analytical and delivery performance;** rose through hands-on technical and business analysis roles to lead position in major telecommunications billing project. Supervised teams of up to 45 developers.

*Project Leadership... Software Delivery... Data Conversions... Client Management*

- **Major Systems Buildout Engagement:** Served as Analyst and Consultant to Alltel, building system for GTE and assisting to manage massive, \$300M initiative throughout 6-year duration.
- **Project Turnaround:** Resolved implementation challenges and volatility *for project 2 years late in delivery (\$300M investment) within just 6 months* by documenting go-live requirements, bringing in expert team, and managing large-scale data conversions.
- **Professional Services Contracts:** Sold projects of up to \$10M in management roles, including \$4.4M and \$7.2M in add-on services.