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SUMMARY

Over four decades of success in planning and executing global profit strategies, creating and driving B2B business programs and leading organizational turnarounds. Style relies on trust, careful preparation, organization and crisp execution.

EXPERIENCE

2000 to Present

Consultant to Small and Medium Enterprises on Exit Planning and Deal Maker
Innovated and using a powerful methodology for owners of privately held enterprises to set and attain goals for substantial capital appreciation and early retirement.

1997 - 1999

Granada Hospital Group **Boston, MA**

Acquired by Unisys.

Vice President of Business Operations

Prepared the balance sheet for the sale of a \$210M U.S. operation which provided patient TVs to healthcare institutions.

- Retooled the executive team (president, sales, finance, field operations, manufacturing, engineering) for fast decisions and the first positive cash flow.
- Reorganized 20-person sales force for better revenue management.
- Built a high performance culture with quarterly management training for 20 key managers with significant improvements in work productivity and quality.
- Cut expenses by changing inventory to just-in-time, outsourcing manufacturing, and streamlining internal processes.
- Revitalized the product line with the first interactive TV for hospital information systems using PDA-like devices for interactive staff and patient applications.

1995 - 1997

Division, Inc.,

Redwood City, CA

Chief Executive Officer

Acquired by Hewlett Packard

Within six months, generated the first profits and national branding for a 40-person European startup providing systems for commercial virtual reality applications.

- Built product line revenues by focusing on value-added vertical applications and attaining product quality levels to above-market standards.
- Built sales using a nation-wide marketing program, focusing on press and public speaking – gaining coverage by Time, CNN for sales leads and branding.
- Managed a small sales team to contact, negotiate and make sales to prestigious enterprises (NASA, Ford)
- Gained recognition as the world-leader in VR systems (recognized at Federal VR Conference, Washington D.C.).

1993-1995

Hitachi Global Storage, Santa Clara
Vice President, Corporate Marketing

Santa Clara, CA

Directed a \$4M budget to run strategic planning, international sales productivity, product launches, industry relations and marketing communications.

- Received President's Recognition Award and perfect scores on performance reviews for major contributions to planning and profits.
- Reestablished sales momentum after Hitachi's purchase of the enterprise by revitalizing the 1,000 person worldwide sales group to meet \$3B revenue goal.
- Prepared the foundation for profit growth by analyzing global market and technology trends and delivering the plan to the executive committee.
- Built revenue by integrating and coordinating worldwide sales and marketing strategies with international division vice presidents (US, Europe, Asia, Canada).
- Developed important time-saving sales automation tools e.g. a proposal generator to minimize labor expense.
- Manage brand touch-points including product advertising and branding programs.
- Managed marketing communication receiving numerous awards for excellence.

**EARLY
CAREER**

Cygnnet (Networked Storage Systems)
Sunnyvale CA

Vice President, Marketing

Amdahl (\$2.7B IBM Compatible Computing Systems)

Sunnyvale CA

Director of Storage Marketing

ITEL (\$1B IBM Compatible Computing Systems)

Palo Alto, CA

Director of Worldwide Marketing.

Unisys (\$3B Computing Systems) Federal Systems

San Francisco, CA

Director, Western Region Sales and Support

EDUCATION

- MBA, U.C. Berkeley, Marketing; Grants from Wells Fargo Bank. Thesis on a restaurant trading area analysis prepared with Labatt Breweries of Canada.
- B.A., U.C. Berkeley, Child Psychology; Advanced Studies supervised by Dr. Paul Mussen, (Dr Mussen's *Child Development*, was the standard child psychology textbook for three decades.)
- Top Ranked Lecturer, College Notre Dame (lectures prepared with the help of Dr. David Montgomery Kresege Professor of Marketing, Stanford University).

COMMUNITY

Advisorships

- Open Software Foundation, Boston MA;
- San Jose Software Incubator;
- Wonderfest (Stanford, U.C. Berkeley Science Program);
- Board of Referees. National Computer Conference (Washington D.C.).

Community Boards:

- Invest in Kids (scholarships for needy children)
 - McIntyre Ranch Foundation (equine therapy for troubled children).
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