



David Garcia

CSO

About David

A SaaS executive with 25 years in mid-market and private equity-backed companies, David accelerates growth through targeted organic growth, strategic market ventures, major account development, and the formation of strategic alliances. Leading sales, marketing, strategy, and executive management across healthcare, financial services, and training businesses, he has successfully led two companies to a profitable exit. A motivational leader, David inspires individuals and develops market research and strategy with metrics driven processes to achieve break-through performance.

How David has Helped Businesses Grow

- Expanded new sales in the U.S. across multiple verticals at AlayaCare.
- Provided interim leadership as President to drive growth for a financial services software company at VentureWest Partners. Brought in as interim President to launch a new EHR/RCM software application for healthcare providers.
- Drove new bookings of \$9 million annually, building an enterprise HR focused sales team and a key partnership with Medline at OnShift.
- Increased new sales 15% and customer retention to 90% reorganizing services and direct sales organization at TPC Training Systems.
- Increased revenue from \$7 million to \$35 million and successfully sold a PE-backed EHR software company, HealthcareFirst. Responsible for all aspects of sales, marketing and business development operations.
- Increased annual revenues over 50% per year to a \$30 million run rate at Bendata, a helpdesk software company, and successfully sold the business. The company then grew to over \$70 million with the acquisition of Goldmine Software.
- Managed Sales, Marketing, Project Management and opened a new Operations facility in Houston for a \$100M+ division of Corning Laboratory Services.

Executive Experience

- VP U.S. Sales, AlayaCare, Inc.
- Managing Partner, VentureWest Partners
- SVP Sales, OnShift, Inc.
- Chief Revenue Officer, TPC Training Systems, Inc.
- SVP, Sales & Marketing, HealthcareFirst, Inc.
- SVP, Business Development & Operations, Physician's Education Resource
- President & CEO (Founder), CustomerSoft, Inc.
- Vice President of Worldwide Sales & Marketing, Bendata Inc. (Goldmine Software)
- Director of Sales, Marketing & Customer Service, Corning, Inc.

Expertise

Industry Experience

- Healthcare
- SaaS
- Professional Services

Specialties

- Sales Growth
- Go-to-Market Strategy
- Positioning & Messaging
- Private Equity portfolio companies

Education

- MBA, International Business, University of Colorado Denver
- BS, Chemical Engineering, The University of Texas at Austin

Contact Information

David Garcia
Phone: 214.205.0058
dgarcia@chiefoutsiders.com
www.chiefoutsiders.com