

# DAVID L. SHANNON

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## Profile: Strategy and General Management Executive

**Outstanding track record of building, refining, and deploying strategies that deliver innovative solutions to customer problems, position products and services in global markets, and drive profitable, sustainable growth.**

**More than 25 years of success directing and navigating** both growth-stage, venture-backed companies and high-growth divisions of multibillion-dollar enterprises including IBM, Lockheed Martin and Parker Hannifin through change required to achieve corporate goals.

**Consummate business leader** experienced managing multimillion-dollar P&Ls, working across business functions and customers in federal government and commercial segments, and empowering multi-disciplinary teams of technology and business professionals.

**Proven success gaining insight into customer/marketplace demands** and translating needs into viable corporate/product development strategies. Demonstrated talent conceiving, developing, and commercializing new, innovative technology product and industry solutions that enable corporate expansion into new markets worldwide. Hold nine U.S. patents.

"His deep and complete knowledge of navigation, communication, software and GPS systems and application design provided the Savi worldwide business team, with the ability to define solutions and implement them...His marketing and salesmanship in KCF and his product steerage has created a new and innovative product line which will continue to lead the marketplace in Smart sensor technologies." ~ Stephen J. Clark. FRiN, FRS, MloD, MiEE, Chairman DDK Positioning, UK, and Co-founder Vari-Trac, UK

### SKILLS & CAPABILITIES INCLUDE:

- ♦ Holding full P&L responsibility for all aspects of business including operations, financials, product strategy, technology alliances, marketing, positioning, sales strategy, channel development, and services development.
- ♦ Developing and deploying analysis-based strategic plans to penetrate new markets worldwide and introduce successful products.
- ♦ Building, leading, and motivating high performance, globally dispersed teams through effective communications, decisive leadership, and healthy internal competition.
- ♦ Advancing the creation and adoption of new technologies for automation of global supply chains and manufacturing processes.
- ♦ Formulating strategies, long-range plans, and best practices to effectively integrate complex globally deployed software systems with internal/third party mobile devices, RF, telematics, and people.

### CORE COMPETENCIES INCLUDE:

Corporate, Market & Product Strategy – Corporate & Product Marketing – Global Operations Leadership  
Budgeting/P&L Management – Expense Control & Cost Management – Talent Development – Business Operations  
Business Development & Sales – Production, Inventory and Supply Chain Planning & Management – Pricing  
Product Lifecycle Management – Agile Development – International/Vertical Market Development – Strategic Alliances  
Digital/Social Media Marketing – Enterprise/Cloud SaaS Software – Supply Chain Management & Automation  
Technology Strategy – Internet of Things & Automatic Identification – Telematics, Communications & Networking

## Professional Experience

RAILPULSE, LLC.; Cary, NC

May 2022–Present

### General Manager

RailPulse was formed by a coalition of forward-thinking railcar owners, dedicated to developing, broadening and accelerating the use of GPS and other telematics technologies on railcars that aim to increase service, safety, efficiency, and visibility across North America's freight rail industry. Responsible as General Manager for leading the development and launch of the RailPulse Platform, as well as managing the operations, strategy, and growth of the coalition.

PARKER HANNIFIN CORPORATION; Minneapolis, MN

Feb 2017–April 2022

### Business Unit Manager, Diversified Technologies Business Unit

Leading a startup within Parker Hannifin responsible for developing innovative new solutions and delivering profitable growth in new vertical markets & technologies. Responsible for leading all facets of the business from marketing, sales, operations & supply chain, product development, technology acquisition, and talent management/acquisition to create market focused solutions for customer's unmet needs. Develop collaborative partnerships across the Parker Hannifin, as well as external partners, to create synergies for growth. Hold full P&L accountability.

- ♦ **Developed and Launched the Parker Voice of the Machine Solution** commercializing IoT at the Edge and Cloud to enable the Factory of the Future for over 200 customer and internal manufacturing facilities
- ♦ **Recognized Expert in the Application and Commercialization of Internet of Things, Cloud and Edge computing technologies** for the delivery of Industry 4.0 and advanced supply chain practices across the Parker Hannifin enterprise.
- ♦ **Integrated the Artificial Muscle Technologies business** into Diversified Technologies Unit position for growth

PARKER HANNIFIN CORPORATION; SUNNYVALE, CA

2016–FEB 2017

### Business Team Manager, Artificial Muscle Technologies

Responsible for business financial performance, strategic planning and product direction, forecasting, and performance of the Artificial Muscle Technologies team. Leading a team of 13 business development and engineering professionals in a transition from an R&D focused smart materials start-up company to a profitable product organization that serves as a growth engine by enhancing Parker's traditional products and through expanding into new markets with novel Internet of Things solutions (consisting of novel electroactive polymer smart sensors and cloud/mobile software).

PARKER HANNIFIN CORPORATION; Golden Valley, MN & Sunnyvale, CA

2014–May 2016

### IOT Strategy & Product Management Consultant

Assisted in the development of Parker Hannifin's IOT sensor and software solutions for machine condition monitoring and predictive maintenance strategy and product plans.

- ♦ **Developed the IOT product strategy and financial business model and pricing.**
- ♦ **Facilitated successful launch of Parker SensoNODE** lines of smart wireless industrial sensor products.
- ♦ **Helped drive the launch of Parker SCOUT** cloud-based condition monitoring software and service.

KCF TECHNOLOGIES, INC.; State College, PA

2011–2014

### Chief Operating Officer (COO) / Vice President of Marketing and Business Development

Held concurrent responsibility for company operations and marketing/business development. Manage multimillion-dollar P&L, encompassing all financial planning and cost/expense management. Direct daily operations spanning contracting, production planning, fulfillment, support, pricing, and partnering. Lead staff of six direct reports. As VP of Marketing and Business Development, develop and manage strategic joint development partnerships, lead corporate/product marketing initiatives, and drive IP business development and sales.

- ♦ **Played instrumental role in company's ongoing transition from R&D business to commercial products enterprise** by influencing leadership team, making strategic recommendations, and collaborating with senior leadership to restructure business processes and staff.
- ♦ **Developed and deployed cost savings initiatives** to reduce operating expenses 18%. Efforts include staff transitions, reorganization, and expense controls.
- ♦ **Drove successful commercial launch of SmartDiagnostics product line** from market introduction to \$1M+ in annual revenue by leading all facets of marketing, operations, and production.

- ♦ **Generated more than 400% increase in website traffic** by revamping market/client-facing presence including website, press, collateral, presentations, branding and social media presence.

SAVI TECHNOLOGY, A LOCKHEED MARTIN CO.; Alexandria, VA 2010–2011

#### Senior Vice President of Strategy and Corporate Development

Promoted through five leadership positions over 12 years to drive strategic company growth and market development. Created long-range financial/business plan, developed market entry plans, led M&A initiatives, and formed market/technology alliances. Managed \$3M annual budget. Led team of six directors.

- ♦ **Played key role in right-sizing organization** to succeed within Lockheed Martin culture by partnering with CEO to develop strategic plan and actionable strategies to restructure organization.
- ♦ **Focused company on strategic new market development** and reach/range expansion by creating company's first strategy and corporate development function.
- ♦ **Created new revenue stream**, enabling company to monetize development investment, by bringing new System-on-a-Chip solution to market.
- ♦ **Reduced operating expenses 30%** by realigning, reorganizing, and restructuring staff.

SAVI TECHNOLOGY, A LOCKHEED MARTIN CO.; Mountain View, CA

2008–2010

#### Senior Vice President of Marketing, Product Management and Strategy

Directed all marketing, product management and new product innovation lab initiatives. Defined target markets, developed strategies and integrated solutions, created financial business plans, and branded/positioned company in global market. Managed portfolio of 100+ product/solution lines spanning high-volume hardware and mobile software products, multimillion-dollar enterprise software solutions, and transactional SaaS offerings. Led 29-member staff through leadership team of five Senior Directors and VPs. Managed \$7M budget, product line P&Ls, and \$17M+ engineering investment.

- ♦ **Revitalized marketing and product management functions** to drive new, innovative product introductions by rebuilding corporate/product marketing organization. Reinvigorated product roadmap, launched integrated marketing campaigns, and assembled team to identify and prototype next generation, high potential products.
- ♦ **Generated \$1M+ of new IP license revenue at 100% profit margin** by creating licensing and OEM business focused on capturing revenue from core IP sales in government contracting market.
- ♦ **Enabled extension of \$483M RFID II contract** and capture of \$429M RFID III contract by driving marketing and product management functions forward.

SAVI TECHNOLOGY, A LOCKHEED MARTIN CO.; Farnborough, England, UK

2006–2007

#### Vice President of International Solution Consulting

Retained following acquisition by Lockheed Martin and relocated to England to direct all pre-/post-sales consulting activities outside of the United States, contributing more than \$20M in revenue during two-year tenure. Established partnerships with complementary application vendors and systems integration companies. Managed ~\$2M annual budget. Led team of six solutions consultants located in the United Kingdom, Singapore, and Australia.

- ♦ **Optimized international business development operations** by creating international solution consulting team based in Europe and Asia to collaborate with and support local sales teams.
- ♦ **Grew international market 30% year-over-year** with more than \$20M in new revenue by partnering with sales team through business value development and technical solution selling efforts.
- ♦ **Drove development, launch, and adoption of SmartChain Consignment Management System** by 12 allied nations, representing \$10M in annual revenue. Worked with NATO and US DoD customers to ensure compliance with NATO STANAG requirements. Grew to \$50M in annual revenue by 2011.

SAVI TECHNOLOGY INC.; Mountain View, CA and Singapore

2002–2005

#### Vice President of Product Management

Owned product lifecycle for all product lines, from new product introductions to end-of-life activities and including product pricing, planning, budgeting, and P&L management. Drove whole product strategy involving integration of software/hardware products with consulting and implementation services. Led team of as many as 15 staff including managers located in the United States and in Singapore. Managed up to \$6M annual budget.

- ♦ **Established development and product management teams in Singapore** during two-year expatriate assignment.
- ♦ **Achieved more than 100% increase in revenue**, with ~\$100M in product sales, by spearheading expansion of RFID hardware products and accessories portfolio.

- ♦ **Generated \$30M+ in solution revenue**, contributing to \$100M in product sales, by leading growth of the SmartChain product line to include solutions for smart asset management, transportation security, and shipment management.
- ♦ **Created, developed, and launched the Portable Deployment Kit (PDK) product line** that delivered 600% ROI and \$50M in revenue over five years.
- ♦ **Delivered \$60M in revenue, representing 700% ROI, over five-year period** by spearheading major expansion of mobility product line from single product to family of integrated mobility kits of hardware, software, and enterprise system connection services for supply chain automation.

SAVI TECHNOLOGY INC.; Mountain View, CA and Singapore

1999–2001

#### Director of Business Development

Contributed to business development strategy through research, market segmentation, and development of strategic go-to-market plan for transportation market segment. Opened new markets and developed new business in global market with primary focus on Asia Pacific and Europe. Represented company to press and analyst community. As supply chain management domain expert, contributed to development of product requirements and specifications.

- ♦ **Championed successful venture fundraising initiative** that yielded \$67M in one year by authoring business and financial model for company's innovative SaaS and RFID-based global supply chain visibility network.
- ♦ **Established Singapore Office and lead Asia Pacific operations.** Liaised with local investors, customers, and strategic partners.
- ♦ **Solidified company's presence in APAC region**, while enabling continued development of SmartChain product by participating on acquisition team that acquired AceFusion.com Pte. Ltd. to become core of Savi Technology Asia.
- ♦ **Generated more than \$20M in new business**, including one \$18M multi-year deal to implement a train car monitoring system for the South African Transnet Freight Rail company, by establishing strategic business relationships with customers and solution providers in in Asia Pacific and Europe regions.

**Additional Experience at IBM:** Promoted through ranks from initial hire as Process and Systems Analyst to final role as Solution Executive of Supply Chain Planning Systems.

### Education

PURDUE UNIVERSITY; West Lafayette, IN – **Master of Science in Management Science & Operations Management**

PENNSYLVANIA STATE UNIVERSITY; State College, PA – **Bachelor of Science in Quantitative Business Analysis**

LOCKHEED MARTIN; Bethesda, MD – **Lockheed Martin Executive Leadership School**

IBM; Atlanta, GA – **IBM Sales School | IBM Systems Engineering School**

### Board Affiliations

Past Board Member - Association for Automatic Identification and Mobility (AIM)

Past Board Member - Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies