Michael Fauscette

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Professional Summary

C-level software executive, board member and technology industry analyst, published author, blogger, and thought leader on emerging trends in business software, digital transformation and customer experience strategies and technology. Senior leader with executive level experience in business software, starting new businesses and business models in large and small software companies, and business turn-a-round. Direct experience leading all facets of software companies including strategy, market intelligence, data analysis and visualization, product management, consulting, research methodologies, business development, product marketing, and services.

Specialties: Business strategy, competitive market research, data analysis and visualization, digital strategy and transformation, organizational design, customer experience strategy, social media, industry research and analysis, product management, business development, marketing, compensation plan design, consulting methodology, business turn-around strategy, business start-up, and international business.

Professional Experience

LocatorX   **2019-Present**
Independent Board Member
LocatorX is a technology company that provides brand and reputation protection by applying Internet of Things and Cloud Software to:

- Track and trace items
- Protect brands from counterfeit goods
- Deter product theft
- Minimize product diversion
- Enhance customer experiences by creating interactive goods and immersive product consumer capabilities

G2   **2016-Present**
Chief Research Officer

- Building out a platform and community where people can connect, share experiences about business software, and learn what software might work for them. Taking the rich content and data in the community and refining it for more efficient and effective use in the software selection process. Finding new ways for other constituents including software providers, services firms, analysts and business strategists, bloggers and media to utilize the data and insights to enrich their own business activities.
- Responsible for building and operating the department that collects user reviews (surveys), analyzes the user provided data; builds algorithms to support the publication of various buyer research reports (data science and analytics); provides various data products to clients including software buyers, technology vendors and the financial community; publishes thought leadership in software and services trends and use; and supports software buyers in the software selection process.
- Scaled the team from 12 resources to 92 in 3.5 years.
- Created, manage and support several subscription data products for technology vendors and investors
- Scaled a review collection process that generated over 1 million reviews through Nov 2019
- Build and scaled a research agenda that publishes an average of 5000 research reports per quarter
- Designs and publishes thought leadership programs to the G2 Research Hub
- Designs, authors and publishes survey driven research studies on average once per quarter. Past studies include B2B Buyer Behavior, Small Business and Technology, Solving the Talent Crisis and Solving Common Enterprise Problems.
- Designs and leads the overall research strategy for G2
- Key contributor to overall company business strategy. G2C raised 2 funding rounds in 2018, $35M and $55M and growing over 50% per year in revenue through 2019
- Active blogger, keynote speaker and strategy consultant for the leading Cloud software companies.

IDC   **2006-2016**
Group Vice President, Enterprise Software Applications Research
- Responsible for building and managing Global Software Business Solutions market research team focusing on all enterprise software applications including ERP, CRM and customer experience, enterprise social networks and collaborative technologies, digital media and content, Software as a Service / Cloud Applications, Platform as a Service (PaaS), mobile enterprise applications, software business models and strategies, hardware and software partner ecosystems and software pricing and licensing.
- Recognized software industry thought leader focusing on emerging enterprise software trends and digital technologies. Started the social business research program at IDC over 7 years ago, turning it into one of the 4 "pillars" of research for the 2nd largest ICT research firm in the world. For 2014 launched a new research series on mobile enterprise applications, cloud use, and digital transformation.
- Lead all WW IDC emerging enterprise software research. Recent research includes customer experience strategies, social / inbound marketing technologies, communities, the intersection of big data with social, mobile and cloud, sense and respond business models and the technology to support more effective and timely business decision processes, and employee and partner experience.
- Maintain an active software industry blog (www.mfauscette.com) that is syndicated on 10 locations including Enterprise Irregulars, Seeking Alpha, Smart Data Collective, Social Media Today and IDC Communities.
- Manage P&L's for each of the assigned research areas totaling >$20M. Group exceeded profit plan by over 80% in FY2014.
- Launched a new SocialView program that provides research in the impact of social and data analytics on the enterprise digital transformation in 5 key areas: customer experience, commerce, workforce transformation, innovation and business networks.
- Developed new thought leadership research on business networks.
- Delivered multiple keynote speeches for client software company events ad industry summits and conferences.
- Facilitated go to market strategy sessions for major software clients.
- Delivered strategic consulting engagements to client software companies around marketing strategy, product strategy, messaging, community strategies, social marketing initiatives, customer experience mapping; many supported by custom primary research projects including surveys, interviews, focus groups, online communities, etc. Consulting includes board level strategy for several clients.
- Provide analysis and research on software companies to the financial and investment analyst community.
- Developed annual budget submission for 12 assigned research programs.
- Executive Analyst assigned to Oracle Corporation, coordinate all analyst research and conduct research and deliver strategic consulting.

Autodesk, Inc.   **2002-2006**
Vice President, Autodesk Consulting
- Responsible for building and managing Global Consulting and Education Services for the Infrastructure (GIS), Manufacturing, Building(AEC), and Media and Entertainment industry verticals with staff located in 12 countries.
- Lead the turnaround of the consulting business from a shrinking and unprofitable business to profitability and aggressive growth in only 3 quarters. Posted 6 quarters of record profitable growth, growing the overall business 43% year over year with 1500% improvement in contribution margin (20 points).
- Built an offshore consulting development team with sites in Bangalore, Beijing, and Prague.
- Developed and implemented a 5 year strategic plan for the consulting business focused on aggressive profitable growth (44% CAGR), and consolidated all consulting services in one Division.
- Implemented a Professional Services Automation system to gain operational control over the consulting business.
- Built and executed a marketing strategy for the Division.
- Developed a Division product marketing strategy and managed it's global deployment.
- Developed an innovative and highly scalable VAR channel services model that utilizes a web based set of consulting tools and eLearning to ensure high quality and consistent service delivery by all channel partners and increase overall service revenue.
- Managed the Autodesk Developer Network and Autodesk Training Center partner programs.
- Increased overall revenue per head by 21%, utilization by 20%, overall deal size by 42% while reducing spending per head by 15%.
- Increased value of top ten deals by 40% and doubled the number of deals over $100K year over year.

- Coordinated and planned all M&A integration for the Division.
- Developed a comprehensive delivery methodology for all business.
- Key customers included: First Energy, Consolidated Edison, Parker Hannifin, Trane, York, Telstra, Voith Paper, Merrill Lynch, Eli Lilly, Sprint, US Air Force, Lockheed Martin, Boeing, Ford, ABB Power, GE Nuclear, Northrup Grumman, etc.

Centric Software   2001 - 2002
Vice President and General Manager of Global Professional Services
- Responsible for building and managing Global Consulting, Education Services and Support for Collaborative Enterprise Product Lifecycle Management software organization. Responsible for P&L equal to approximately 40% of company revenue in 2001.
- Developed global service sales, service channel sales, consulting, project management and education services organization to support business in Germany, France, United Kingdom, Italy, North America, Israel, Taiwan and Japan.
- Implemented sales process and implementation methodology including a presales assessment process for establishing solution value and ROI. Developed a Value-based sales/consulting methodology.
- Developed a fixed price package service deployment model to support a solution sales process.
- Developed and implemented a global virtual support model for 24/7 in-language customer care organization. Full responsibility for software maintenance revenue stream including maintenance sales and collections. Developed a three-tier service model to increase maintenance revenue from 18% of license to up to 24% of license.
- Developed and managed a professional services and maintenance revenue forecasting model.
- Direct field operations management and support to enable sales organization. Personally managed the service sales process on all major accounts. Managed the pre-sales consulting efforts for sales team.
- Developed a formal education course catalog, revised education-pricing model. Developed and managed an Education revenue stream.
- Responsible for managing sales reference accounts and customer satisfaction.
- Defined services marketing strategy including new web site design and all supporting collateral.

Confer Software, Inc.   2000-2001
Vice President of Services
- Responsible for building and managing Professional Services, Customer Management, Customer Education, Technical Support, Service Partner management and Corporate Information Technology for a XML Platform software company in the Healthcare vertical. Responsible for approximately 50% of company revenue.
- In first 2 months gained control of customer obligations and exposure on six critical customer engagements significantly increasing projected company revenue (over $4.4 million) and eliminating severe potential downside.
- In four months more than tripled Services organization headcount and negotiated 3 new Service partner agreements. Subsequently downsized organization to support cash management issues.
- Developed a customer lifecycle sales and service process and methodology to effectively manage the customer experience from marketing lead through on-going maintenance.
- Implemented comprehensive customer support policies and procedures.
- Provided direct business consulting expertise in support of sales team. Built and managed service sales support team.

Post Communications, Inc. / *Netcentives*   1999 – 2000
Vice President, Client Solutions
- Managed the professional services, 24/7 support, education, web and email design and production, database marketing consulting and engagement management organizations for a leading email marketing / internet marketing services organization from Pre-IPO through acquisition.
- Grew the Client Solutions organization from 12 personnel to 47+ in eight months.
- As a member of the five-person Executive Team, manage the daily tactical operations of a high growth Internet business (over 400% increase in clients).
- Completely reorganized and realigned the companies' consulting services and support functions to maximize the subscription revenue model. Responsible for all subscription services revenue (On demand business model).

- Developed the strategic vision for the service and support execution functions to enable scalability and growth from 12 consultants to 100+ in twelve months and from 20 to 150+ clients launched in the same period.
- Managed the pre-sales technical consulting effort in support of sales team.
- Developed the geographic expansion plan to manage the companies' growth from a single location to 5+ locations in a year, and the beginnings of a global presence.

PeopleSoft, Inc. Professional Services   **1997 – 1999**

Sr. Director, Field Operations
- Managed approximately 200+ service professionals in six organizations including Process Systems Support, Service Operations, Office of Project Management, Professional Development Program and two P&L based consulting practices, selling and delivering services to support the new PeopleSoft product line in Enterprise Performance Management and rapid implementation methods. Management team of six director level direct reports.
- Provided operational direction, service and support for 2200+ consultants and managers in all PeopleSoft Global field customer and professional service organizations.
- Managed the relationship with the 7 largest System Integration partners.

Director of Operations, Service Division
Practice Manager, Service Division
- P&L based practice responsible for selling and delivering consulting services to new and existing customers. Established business development relationship with Regional software sales team in support of aggressive software and service revenue targets.

Project Manager
- Managed large enterprise software implementation engagements to maximize consulting revenue, customer satisfaction and project execution. Up-sell consulting services to clients. Largest engagement was over $15 million in consulting revenue.
- Supported software sales efforts in a business development role to facilitate software sales and follow on service sales.

PSDI (MRO SW, purchased by IBM)   **1996 - 1997**
Principal Consultant

Revere, Inc.   **1995 - 1996**
Senior Project Manager / Implementation Consultant

United States Navy   **1985 - 1995**
Surface Line Officer
- Engineering officer responsible for the operations and maintenance of complex propulsion, electrical generation and auxiliary systems.

Education

- MS, Business Management, Graduate School of Business, *Widener University,* 1992
- *University of Alabama* School of Law, 1979-1980
- BA (Dual), Sociology and History, *Jacksonville State University,* 1979

Organizations

- Phi Kappa Phi National Honor Society
- Enterprise Irregulars

Publications

- *Special Edition, Using PeopleSoft,* Que Corporation (Division of McMillian USA), 1999
- *Blogs: https://thefacelesseconomy.com/ and www.mfauscette.com*
- *Research.g2.com*
- *Currently working on another business book – planned to be publish early 2021*