

# Todd Heintz

## Profile

- Experienced technology executive with end to end functional experience; deep in mobile/wireless and B2B SaaS; grounded in Big5 Consulting strategy & analysis
- Rare combination of deep operational experience and strategic corporate development/M&A in Technology (buy and sell-side)
- Hands-on product, partner, customer and marketing executive with 25 years of building and managing high-functioning, efficient teams across functional areas
- Led productive partnerships with some of the worlds largest companies including Microsoft, Qualcomm, Lucent, HP/Compaq, TD Bank
- Managed tens of millions of \$ in new revenue through new product development across 25 years in technology

**Core capabilities:** *Corporate Development & M&A; Strategy; Business Development; International Business; Partnerships; Board Member; Sales & Marketing; Operational Excellence; B2B SaaS; Mobile*

## Experience

### Key functional expertise

Hands-on sales & marketing incl. branding, SEO, lead gen, advertising, positioning, enterprise sales

Corporate Development - buy and sell side M&A; fundraising

Product - product management; marketing and development; product specification and roadmapping

Partner Strategy & Management

Financial Management - metrics, budgeting, restructuring, SaaS revenue accounting, financing (debt, equity)

Small - Mid-market C-suite Tech executive

### Key Roles

#### Attendease (2015-2023)

- Chair, CEO and President
- VP Sales & Marketing
- Exit to Tripleseat/General Atlantic PE (Aug 2023)

#### Contractually (2013-2015)

- VP Business Development
- Exit to Coupa (October 2015)

#### BC Lottery Corp (2009-2012)

- Director - New Business Development
- TD Bank Interac Lottery launch
- National Mobile Lottery Strategy

#### EQO Communications (2006-2008)

- VP Product; VP Business Development
- WhatsApp-like product strategy
- Partner/Channel strategy

#### Sierra Wireless (1998 - 2005)

- Director Marketing
- Director Business Development
- Acquired Qualcomm Modules; Launched Windows Mobile handsets

#### EY (1993 - 1998)

- Manager, Customer Connections
- Customer & internet strategy for telecom, energy & consumer products

