

Stephen N. Davis

Keynotes • Seminars • Workshops • Meeting Facilitator

Stephen N. Davis, Principal and Founder of The CXO Advisory Group, provides interim COO and VP Sales and Marketing services focused on improving the performance and profitability of start-up, emerging and established companies in a wide range of industries. Steve has worked with companies in North America, Europe and Asia to assist them in establishing US market operations, strategic alliances, joint ventures, business development and sales management.

Steve Davis has more than 28 years experience as a senior executive, including COO and CMO with P&L responsibility in the computer, software, consumer electronics and Internet industries. Steve has successfully built, managed, and restructured numerous sales and marketing organizations. He has successfully developed new markets and has introduced over 300 new products into various industries. Steve has assisted clients with due diligence and preparation for venture financing.

Steve is an industry pioneer who's visionary marketing and sales strategies were instrumental in two of the PC industry milestone products. Among his many successes he was responsible for introducing ATARI's home computer and Corvus OMNINET, the PC industry's first true local area network.

In 1989, Steve founded the Davis Management Group, a company whose proprietary sales management and marketing methodology promoted growth in client's revenue and profitability. He is an executive strategist and problem solver who conceives, plans and implements new business practices to produce measurable improvements in market position, revenues and profits. Some of his clients have included: The Canadian Government, Apple, ATT, Lotus, Symantec, Hitachi, and Kubota.

Previously, Steve spent 15 years in senior level positions at major corporations including Qualogy, Corvus Systems, Atari, IBM and GE.

Steve is active with many groups that support entrepreneurs and served on the executive board of the WPI Venture Forum and the New England Canadian Business Council

Mr. Davis holds an MBA as well as an MS and BS in Computer Engineering from Syracuse University.



Rave Reviews!

“Steve Davis never fails to leave his audience without practical, actionable advice that they can use to move their business forward. Steve’s experience and scope of knowledge gives him the ability to comment on a wide range of sales and marketing topics.”

John Macario, President
SAVATAR, Inc.

“Steve is consistently one of our top rated speakers. His impressive knowledge in channel marketing and sales of high technology products was evident throughout his presentation and in his answers to attendees’ questions.”

John Rodolico,
Business Development Officer
Canadian Consulate General

“Engaging and very informative. Practical information I can use immediately.”

Avery Dee, President
Silicon Valley Bus Company

Stephen Offers ...

Customized Keynotes/Seminars/Speeches

Steve has given speeches at some of the nation's leading business and technology forums. His workshops, seminars, and speeches are customized to each group's unique business situation. Over 800 companies have attended his seminar series on "Launching Software Successfully" and "Software Product Marketing."

- **Launching Software Successfully:
Weapons and Tactics to Build a Software Business**

Ingenuity, determination, technical expertise—that's what got you where you are today. But it's not enough to prepare you for the variety of challenges you'll face as you launch your new software product, into the microcomputer market place. Some of the challenges will be more difficult to master than others, like determining the appropriate mix of marketing programs and distribution channels to employ. It's just this kind of specific information that is so hard to come by.

This workshop will show attendees how to use low-cost marketing techniques to produce high volume results that will lower the risk of bringing new products to market. Attendees will get easy-to-use advice, useful tips, "nuts and bolts" information, research and case studies on how existing companies run their business. This workshop is designed to help attendees build a profitable software company.



Additional Topics

- *Bringing New Products to Market with a High Impact Product Launch*

Successfully planning and executing the launch of a new product into the retail market requires an integrated marketing approach. This workshop will cover developing a product launch plan, defining its content, developing a company launch checklist, accelerating lead generation, supporting the sales channel, managing the launch, and establishing measurable objectives.

- *Value Added Pricing: Pricing Technology Products*

Determining the price of your product is one of the most critical decisions you'll make in bringing it to market. You've looked at all the factors, cost of development, cost of goods but still don't know how to establish a pricing structure that will allow you to penetrate accounts or keep and retain resellers.

In today's business environment, products and services are increasingly sold on price alone, resulting in a loss of revenue and reduced margins. The only way to rise above the pricing issue is to develop a value-added sales strategy, by finding ways to increase your product's value to the customer.

Steve Davis has delivered presentations to the:

American Booksellers Association
ACOA – Atlantic Canada Opportunities Agency
Atlantic Canada World Trade Centre - Halifax
AT&T
Boston Business Roundtable
Boston College – SBDC
British Consulate-General, Boston
Canadian Consulate-General
Center for Software Development
Clark University – SBDC
COMDEX
Direct Marketing Association – Boston
Enterprise Ireland
IncWorld
Information Technology Association of Canada
MacWorld
Mass Export Center
MIT Enterprise Forum
MIT Technology Capital Network
New England Inventors Association
New Hampshire High Tech Council
Quebec Delegation in New England
Scottish Development International
Self Storage Association
Small Business Association of New England
Society of Professional Consultants
Software Association of New Hampshire
Software Entrepreneurs Forum - San Jose
Software Industry Association of Nova Scotia
SOFTWAREL
Testa, Hurwitz & Thibault., LLP
The Boston Computer Society
University of Rhode Island - SBDC
Upper Valley Computer Industry Association
WPI Venture Forum

- *Choosing Your Distribution Channels*

Once you have selected and developed a unique product, developed your packaging, the selection of your distribution channels and sales representation is key to successful marketing. Distribution decisions have significant implications for marketing plans, product pricing, margins, profits, customer support and sales management practices. Learn to:

- Identify how products in your category are sold.
- Analyze strengths, weaknesses, opportunities, and threats for your business.
- Examine costs of channels and sales force options.
- How to identify the right channels for you to achieve required market coverage at target levels of profitability.
- Prioritize your distribution choices.
- Identify which marketing strategies best support your channel choices.
- How to monitor and track effectiveness of distribution programs within your channels

- *Profitably Managing the VAR Channel*

Today, one of the greatest opportunities for a manufacturer to increase profitability is to effectively manage their VAR channel. With this seminar, Steve will present the best model for cost-effective VAR channel management.

- *Don't Let the Internet Run Over Your Distribution Channels*

Many manufacturers who sell directly to customers over the Internet are finding resistance and resentment from the distribution channels that allowed them to thrive in the pre-Internet world. If not properly managed, the conflict can be quite detrimental to the company's market share and profitability. Channel conflict is a sensitive issue and requires a well-thought out strategy designed to evaluate the relative importance of the Internet, quantify the impact the conflict will have on the company's sales and profitability, and determine how best to minimize conflict and support sales existing saleschannels.

- *Strategic Planning Made Simple*

Strategic planning doesn't have to be complicated, time consuming or expensive. This clear, concise seminar will equip you with a step-by-step process to sharply focus your business, marketing and sales efforts.

- *The Preemptive Turnaround*

- *10 Common Mistakes High Tech Companies Make*

- *How to Survive and Thrive During an Economic Downturn*

- *Marketing for Maximum Effect on Your Business*

- *Using Trade Shows to Build Business in Your Channels*