

David Linhardt, Engineer, MBA

CEO / COO / Founder Coach / Business Unit Leader

beloved@hey.com, mobile 650-427-9335

Experienced 10x entrepreneur and 5x F500 corporate innovator with a proven track record of founding 10 startups, achieving 7 profitable ventures, 3 successful exits, and a 1,460x return on invested capital and adding billions of new enterprise value. Pioneered transformative technologies, including the first predictive marketing AI platform, outperforming competitors by 10x, and built the largest consumer permission omnichannel data-as-a-service platform with 300 million users. Drove a \$1.5BN market cap increase at AT&T Wireless in 90 days by re-inventing wireless service, setting the stage for smartphones. Turned around Yesmail, the first publicly-traded email marketing company, to profitability in 15 months, leading to a strategic sale. As an Entrepreneur-in-Residence at Amazon, launched new line of business adjacent to a \$500MM custom merchandise business unit. With an MBA from Harvard and a Chemical Engineering degree from Purdue, I thrive in high-growth, innovative environments, delivering disruptive solutions and scalable results.

Career Highlights

- Founded 10 startups resulting in 7 profitable businesses, 3 successful exits and 1,460x return on invested capital
- Developed first ever predictive marketing AI platform that accurately predicted online Customer behavior that beat entrenched competitors by 10x
- Founded the largest consumer permission omnichannel data-as-a-service (DaaS) platform of 300 million users for performance-based affiliate email marketing
- Re-invented how wireless service is packaged and sold resulting in a \$1.5BN market cap increase in 90 days setting the stage for iPhone and the emergence of smart phones
- Successfully turned around Yesmail in 15 months, the first publicly-traded email marketing company, achieved profitability for the first time in company history and sold it to a strategic buyer

OPERATING EXPERIENCE

Maverick Direct Marketing & InsightStudios

Founder & CEO - Chicago, IL & Miami, FL (17 years)

Founded two startup studios to incubate new business ideas and turn them into successful startups.

e360Insight, Inc

Founder & CEO - Chicago, IL (5 years)

Founded e360Insight to use AI in email marketing to improve response and conversion efficiency and increase marketing ROI (Return-On-Investment) for Customers.

- Grew the business from zero to one as one of the largest email marketing platforms for performance-based ad networks, sending over 500 million emails per month
- Established and validated our marketing AI technology to accurately predict response and conversion performance at the offer and email recipient level
- Achieved profitability in first two months and grew 202% per year with 48 months of consecutive profitability
- Successful exit: Sold the business to a strategic buyer

BargainDepot, Inc

Founder & CEO - Chicago, IL (5 years)

Founded BargainDepot to create a fully-integrated e-commerce business in home goods and fashion accessories driven by email, affiliate marketing and direct marketing channels.

- Built profitable, vertically-integrated, online marketing business with only \$5K in startup capital and grew it to \$3.0 million revenue
- Before off-the-shelf e-commerce solutions like Shopify were available, we developed a custom, proprietary e-commerce website, order processing and inventory management system to efficiently operate our warehouse in Wheeling, IL achieving positive cash flow and 2x inventory turns per month, setting a new benchmark in the industry
- Successful exit: Sold the business to a strategic buyer

LegitLead, Inc

Founder & CEO - Chicago, IL (3 years)

Founded LegitLead to solve the online lead quality problem in the for-profit education market. LegitLead was an AI-based lead scoring SaaS (Software-As-A-Service) platform designed to predict inquiry conversion rates from form to enrolled student.

- Demonstrated a 5x improvement in lead conversion efficiency versus TargusInfo, the leading lead scoring service provider, a \$4 billion public company
- Completed successful pilot test with DeVry University & Carrington College and demonstrated a 40 to 60% reduction in Customer acquisition cost (CAC)
- Achieved profitability in the first year at 85% gross margin
- Successful exit: Sold the business to a strategic buyer in the for-profit education industry.

Amazon, Seattle, WA

Entrepreneur-In-Residence (EIR) & Senior Leader (L7) - Seattle, WA (2 years)

Built a new, adjacent line of business in the custom merchandise space to sell products to corporations in bulk

- Developed a focused, winning strategy and launch plan for entering a \$82 billion market in the custom products segment
- Obtained multi-functional team alignment through a series of business review meetings and the infamous Amazon PRFAQ process to deliver \$350MM in new revenue at 35% contribution margin

e360data / Acquisition Science, Inc (A16E)

Founder & CEO - Chicago, IL, San Francisco, CA, Seattle, WA (15 years)

Founded Acquisition Science to provide consumer behavioral data to omnichannel direct marketing data providers to create privacy-compliant connections between disparate data and databases.

- Built the largest permission-based, online sourced, consumer omnichannel database in the industry (300MM+ consumer listings) to connect online and offline data sources for data enhancement, predictive analytics and advanced targeting in online marketing applications
- Built sticky relationships with large data compilers including Acxiom, Experian, AccuData, Fresh Address and others.
- The business was profitable for 15 consecutive years, eventually shutting down during Covid disruption

ComeWith, Inc

Founder & CEO - Miami, FL (2 years)

Founded ComeWith as a cure for loneliness. ComeWith was an IRL (In-Real-Life) social networking platform that brought people together to cultivate meaningful relationships.

- Grew from zero to \$15K+ users while growing at 107% month-over-month
- Launched 60 cities in 90 days, curated over 550 in-real-life experiences and brought 10K people together in-real-life experiences
- Developed and scaled membership-based subscription clubs including Social Club, Adventure Club and Dinner Club

Disruptive Innovation Services

Founder & CEO - Chicago, IL (3 years)

Founded Disruptive Innovation Services to teach Fortune 500 companies how to innovate like startups

- Developed an effective Three-Day Startup Bootcamp, 90-Day Startup Accelerator and Innovation Outpost to teach Insight-Driven Iteration, our startup innovation process as a guide to internal innovation teams
- Closed seven deals with enterprise customers in the first 10 months, including Procter & Gamble, John Deere, American Family Insurance, Guaranteed Rate, CUNA Mutual Company, SC Johnson and Epic Advertising / TA Associates
- Pivoted away from the business to focus on building more startups in my startup studio

FounderDojo, Inc

Founder & CEO - Chicago, IL, Seattle, WA (Off and on for 12 years)

Created FounderDojo as a startup school to teach newbie entrepreneurs how to build successful startups

- Developed a partnership with Techstars, the largest startup accelerator, to coach up their “rejects”, teams who were good enough to get an interview but didn’t get into the accelerator
- Designed and taught an intensive, comprehensive, 12-week course with live, in-person support
- Achieved a 83% startup success rate from application to outcome by tracking Founder’s progress over a 10 year period
- I still mentor aspiring entrepreneurs today as a passion project

Yesmail, Inc.

Senior Vice President of AI & Data Services - Chicago, IL (2 years)

Turned around the business and achieved profitability for the first time in company history

- Developed a new strategy that transformed the business from an email list manager into an leader as an omnichannel data company
- Grew revenue from \$20MM to \$300 in the first 12 months with new products contributing 45% of total revenue and 60% of total operating income
- Successful exit: Sold the business to InfoUSA under confidential terms

Experian, Inc.

Head of Marketing, Product & Strategy for the TEC business unit - Chicago, IL (2 years)

Defined and implemented strategy and product roadmap for growing key accounts in the Telecommunications, Energy and Cable (TEC) industries (~\$60MM revenue)

- Developed strategic growth plan that included enterprise solutions in credit, direct marketing and directory assistance products

- Launched new information services products increasing annual revenue growth from negative (12%) to positive 20% per year in less than 10 months

AT&T Wireless

Director of Marketing & Product for PCS Consumer & Small Business (CSB) - Chicago, IL (2 years)

Launched digital PCS wireless network to cover the remaining 50% of the U.S. population after the McCaw acquisition

- Invented, tested and scaled the AT&T Digital One Rate product transforming AT&T's business and the entire wireless industry from an analog security service to a digital, data & voice driven service for smart phones
- Increased AT&T Wireless market cap (AWS) by \$1.5BN in just 90 days from product launch

Procter & Gamble

Product Development Engineer - Cincinnati, OH (2 years)

Built new consumer products in the oral care category.

- Identified a new product opportunity to preserve alveolar bone so people can keep their teeth as they get older
- Developed business case, business plan, marketing plan and product roadmap for successful product launch in the U.S.

EDUCATION

Harvard University Graduate School of Business Administration, MBA, Boston, MA

Purdue University School of Chemical Engineering, Bachelors of Science Engineering, West Lafayette, IN