

# Dave Nolby, CSPO

## Business Executive Consultant

20+ years' success leading innovative business solutions for growth



Minneapolis, Minnesota

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Innovative, inventive, and resourceful professional with repeated success leading sizeable project teams, departments, and companies through the project lifecycle. Talent for visionary thinking, innovative programming, and strategic planning. Resourceful businessperson able to cultivate strong relationships with partners and bridge the gap across multiple organizational levels and business strategies.

## SOFT SKILLS SUMMARY

- **Problem Solving:** Capable of formulating creative quick and effective solutions to any challenge or issue.
- **Flexibility:** Dynamic and adaptable with natural ability to use a variety of methods and approaches to get the best end result.
- **Communication:** Excellent communicator and collaborator building relationships and partnerships with superiors, coworkers, clients/customers, and vendors.
- **Teamwork:** Collaborative approach to building effective teams that produce results in a culture of cooperation and harmony.
- **Organization:** Clear, concise, structured, and effective planning and time-management across projects, management, and personal responsibilities.
- **Relevant Software Knowledge:** Tech-savvy and proficient with business software, and able to learn new skills and technology with ease

## SELECT CAREER HIGHLIGHTS

- Successfully led project teams, programs, departments and companies from conception to delivery, including securing outside funding and merger and acquisition projects.
- Led teams across broad technical, financial and business disciplines. Drove the high-quality completion of process improvement engineering, Data Analytics, software/database development and enterprise-wide implementation projects for major clients.
- Built, staffed, and managed a professional education practice with intellectual property and copyrights on formal classroom curriculum for over 20 Oracle Hyperion titles, Virtual Learning curriculum, Self-Study, workshops, and mentoring services.
- Developed an effective offshore implementation service model, resulting in the launch of a profitable Global Delivery Center in India.
- Built and managed consulting, education and support practices by focusing teams on business objectives and tracking progress to ensure project milestones were completed on time, on budget and with the desired results.
- Wrote and persuasively presented proposals to management and executive teams, and directed initiatives for business process improvement and transformation programs saving companies millions per year.
- Secured two rounds of outside funding to launch a successful Software Development practice which resulted in several Commercial Off-the-Shelf software programs aimed at helping companies gain better insights to their business analytic reporting challenges.
- Profitably managed healthy growth across several businesses while developing new initiatives to improve efficiency and meet corporate objectives.

## CAREER EXPERIENCE

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BETAROCK VENTURES, MINNEAPOLIS, MINNESOTA – *business incubator*

*Betarock invests in growing businesses by providing the resources, locations, and technology to help brands and services succeed. We seek businesses that promote enhanced lifestyles through a balance of health, wealth, and wellness.*

## **FRACTIONAL EXECUTIVE - MANAGING PARTNER (2021 – Present)**

As a fractional Managing Partner for Betarock, I oversee operations and strategy, helping to scale the Business Incubator for early-stage companies. This includes promoting the “Betarock Way”, a success formula for start-ups combining Mentoring, Funding, Infrastructure, and Networking support.

Additionally, I provide Fractional Executive services for Betarock to the following businesses, helping their brands and services succeed:

- ◆ **FRACTIONAL CEO: iDelphic ([www.idelphic.co](http://www.idelphic.co)): (2022 – Present)**

iDelphic is a transformative hub that develops leaders and promotes operational efficiency through practical training. We specialize in leadership, team building, employee wellness, and growth funding. Our services include effective training programs, high-energy keynotes, and passion-driven auctions.

As a fractional CEO at iDelphic, I lead strategic growth initiatives, build marketing and social media programs for increased visibility, and enhance sales, client and partner relations. I explore innovative fundraising methods for non-profit clients, expand service offerings, and provide team-building guidance to position the company for growth and expansion.

Sample Auction Clients: I help support the delivery of gala benefits and auctions for clients such as:

- *American Heart Association, CAST, Living Hope Lutheran School, Bluebirds and Blooms, His Haven Ranch, Tall Ships, Youth Outlook, Greg Marzolf Jr Foundation, St Croix Lutheran, partnered with Kurt Johnson Auctioneering.*

Sample Education Clients: I assist in curriculum and delivery of training for organizations such as:

- *Kraus-Anderson, MNDOT, Anoka Professional and Workforce Training Center, Century Community College.*

- ◆ **FRACTIONAL DIRECTOR OF PLAY: Lagom Entertainment ([www.lagomgames.com](http://www.lagomgames.com)): (2022-Present)**

Lagom Entertainment is a company that designs games that are perfect for busy lifestyles. Our tagline, “Connect. Discover. Play. Learn.” reflects our mission to make relationships deeper and more meaningful through play.

As a Fractional Director of Play at Lagom Entertainment, my primary responsibility is to provide leadership and strategic direction as the company validates its business model during its Seed-Stage. I assist with important decisions to determine methodology, and to materialize the business and product through developing prototypes and Playtest experiments. In addition, my duties include managing the company’s financial bootstrapping dynamics, developing and implementing business plans, and ensuring that the company is in compliance with all applicable laws and regulations, including protection through copyrights and trademarks. My role provides guidance and support to build a team and ensure that the company is well-positioned for Early-Stage launch, which will include pursuing funding agencies and Crowdfunding efforts.

- ◆ **FRACTIONAL GROWTH ADVISOR: Silverwood Escapes ([www.silverwoodescapes.com](http://www.silverwoodescapes.com)): (2023-Present)**

Silverwood Escapes is a lodging company that takes a different approach to lodging. We create an experience beyond just a place to stay by cultivating distinctive experiences. We listen to our customers and craft experiences tailored to their ideals.

As a Fractional Growth Advisor, I am responsible for overseeing operations, business strategy, and business plans to help build the company into a premiere short-term rental and lodging company, providing distinctive experiences for guests. I also am responsible for securing and remodeling properties, establishing a company presence online, building a marketing and social media program, and leading the company with strategic plans to increase income through additional properties using an STR-Methodology that we are working on prototyping.

- ◆ **FRACTIONAL BUSINESS ADVISOR: Dork2Door:** (2023) Dork2Door supports small business and residents with IT-oriented solutions. Dork2Door offers an unmatched level of support and strives to ensure customers are satisfied through personal one-on-one service.

As a Business Advisor and Mentor, I conducted the Betarock Coaching and Consulting Journey with Dork2Door. Working with Dork2Door management, this project helped identify where Dork2Door's business currently was and where it desires it to be by Identify the obstacles. Discussions revolved around alignment of the company's vision, developing an action plan, providing support during implementation, and facilitating integration to build better teams.

I also conducted a Betarock Feasibility and Analysis study of Dork2Door.

## SOLUTRAN, PLYMOUTH, MINNESOTA

*Solutran is a leading FinTech software company serving health-seeking populations by partnering with the health plans, employers, retailers, and government programs.*

### **SENIOR PROJECT MANAGER (2020 – 2021)**

- ◆ I managed projects that implemented Solutran card services for Healthy Savings, Healthy Savings Plus, Visa Rewards, Healthy Foods, Over the Counter benefits.
- ◆ I worked on all phases of a software projects: From project initiation, understanding scope and developing requirements, working through the product build and testing phases, into implementation and post implementation.
- ◆ I used a collaborative style to engage stakeholders to manage conflict, negotiate, and build relationships both within and outside the organization.
- ◆ I operated in a fast paced environment to tailor projects, apply project process and methodology, and identify the appropriate tools and techniques to efficiently and effectively deliver projects on time, in scope, and within the cost constraints.
- ◆ I led and managed through ambiguity, being flexible and able to adapt plans as new information becomes available.
- ◆ I built and Lead project teams consisting of: Project Coordinators, Sales Representative, Customer Service Engineers, Operations, Product Development, Account Managers, Marketing Leads, and Marketing Designers.

Sample Clients: Aetna, Aetna Medicare, Anthem Blue Cross Blue Shield, Bridgemart, Blue Cross Blue Shield (BCBS), Blue Shield of California, Cigna Healthcare, Clover Health, Marion County, Neighborhood Health Plan of Rhode Island (NHP), Sharecare, University of Utah, University of Pittsburgh Medical Center (UPMC), Wellcare

## VEDABI GLOBAL SERVICES, MINNEAPOLIS, MINNESOTA

*Vedabi is a global leader in software development and digital transformation services, helping businesses leverage their data for informed decision-making. We offer tailored solutions to enhance business performance and provide consulting, staffing, and training services. Our commitment to data quality and skilled analysts sets us apart in the industry.*

### **SENIOR BUSINESS CONSULTANT (2018 – Present)**

I led teams through full project life-cycles to revamp planning and forecasting systems using Oracle EPM on-premise solutions. The project stages included gathering and analyzing requirements, designing the system architecture, developing the solution, implementing the system, and providing end-user training and support. These solutions not only streamlined financial planning processes and significantly improved data accuracy, but also fostered data-driven decision-making cultures within the organizations.

I also led Oracle software upgrades projects. The projects encompassed a comprehensive data migration to a new platform. My team handled all stages of the project, from initial planning and system design to the successful execution and post-implementation support. The upgrades significantly enhanced system performance and data management capabilities.

Sample clients served: Boston Scientific, United Health Group, The Benard Group, Old Dutch Foods, Scripps Health, Arcserve, PNC, HCG, Velocity Tech Solutions, Perforce, Atul

### **MANAGING DIRECTOR (2014 to 2018)**

As the operational head of a tech consulting firm, I was responsible for overseeing all aspects of the business. This included building infrastructure and teams, designing future products and services, managing client-facing projects, and crafting strategic plans for growth using forward-looking thought leadership. My role streamlined processes, fostered a culture of innovation, and drove the company towards its strategic objectives. I leveraged my leadership skills and industry knowledge to ensure the smooth running of operations, the successful delivery of projects, and the continuous growth and evolution of the firm.

Additionally:

- ◆ I crafted storylines that clearly articulated insights and recommendations communicating with senior leadership to move the organization to action.
- ◆ I oversaw the development of project proposals, work plans, primary and secondary research and qualitative and quantitative analysis, also product coding, scripting, and macro development.
- ◆ I provided customer support and responded to customer inquiries on products and services.
- ◆ I controlled all aspects of business operations including strategic direction, business assessment, vision, business development, and customer relations with the aim of creating value and maximizing growth.

### **PAUL DAVIS RESTORATION, ST. PAUL, MINNESOTA**

*I provided residential and commercial project management for restoration and reconstruction project work. I had full client service accountability for an average project portfolio of 20-30 projects and an average rolling project pipeline of \$700K+.*

### **RESTORATION PROJECT MANAGER (2018 to 2020)**

I managed the entire project lifecycle from definition/scope through implementation including project planning, identifying key resources and stakeholders, driving project milestones, and providing updates to internal and external stakeholders.

- ◆ I presided over budget, status of projects, identified potential issues, and recommended corrective action.
- ◆ I had an average 98% customer satisfaction rating.
- ◆ I managed expectations of both internal and external stakeholders by aligning communications and improving awareness on progress, issues, and risks.
- ◆ I consistently exceeded profitability averaging 140% of goal.

### **HARBINGER CONSULTING GROUP (HCG), MINNEAPOLIS, MINNESOTA**

*Harbinger Consulting Group (HCG) is a premier provider of BI and EPM solutions, recognized for its world-class Oracle consulting, integration services, application development, project management, and education services. As industry thought leaders, HCG offers strategic business intelligence solutions and performance management to help businesses operate more effectively. I built the company from it's original concept, to maturity, and through acquisition.*

## **PRESIDENT / CEO / FOUNDER (2002 to 2014)**

I steered the organization's strategic direction, oversaw financial and operational aspects, nurtured staff development, and set organizational goals. My leadership ensured fiscal sustainability, operational efficiency, continuous learning, and alignment with the companies future vision.

- ◆ I assessed, designed, developed and implemented high quality business strategies and plans ensuring their alignment with short-term and long-term objectives.
- ◆ I oversaw business and client relationships while conducting all business with the highest ethical and professional standards.
- ◆ I managed project portfolio across all services and implemented a Project Management Office (PMO)
- ◆ I lead and managed project implementations, product coding, scripting, and macro development. support, and custom application development projects to more than 100 Fortune 1000 clients.
- ◆ I managed several flagship software development projects from concept, design and user interface (UI), development, and production, including: VizXL and SpreadsheetObjects.
- ◆ I built and managed online and Amazon Web Services (AWS), Oracle Cloud, and other cloud applications and solutions for reporting and analysis, dashboards, education and collaboration portals, helpdesk/ticketing, and web services for hosting data.
- ◆ I led corporate education programs and developed a Training Department to deliver classroom and virtual education services to a world-wide client base.

A sample of the over 100 clients served include:

Abbott Laboratories, Allianz, American Express, Bank of America, Bellsouth, BlueCross BlueShield, Boston Scientific, Capella, Cargill, Caterpillar, Citigroup, Cognizant, Credit Suisse, Daimler Chrysler, Dain Rauscher, Department 56, Ecolab, Estee Lauder, Federal Reserve Bank, Freddie Mac, General Mills, GMAC, HJ Heinz, Holiday Companies, Hot Topic, IBM, ING, JP Financial, Mayo Clinic, Medtronic, Merck, MetLife, MN DOT, Delta Airlines, Old Dutch Foods, Pillsbury, Pittsburgh Paints, PNC, Royal Bank of Canada, Scripps Health, St. Jude Medical, Target, TCF, Travelers, TIAA CREF, United Health Group, US Bank, USDA Forest Service, Valspar, Wells Fargo.

## Additional Experience

**President | CEO | Founder (1996 to 2002)** ▪ LumenSoft Corporation, St. Paul, Minnesota

**Sr Project Manager | Corporate IT (1992 to 1996)** ▪ Medtronic Corporation, Minneapolis, Minnesota

## **EDUCATION & CREDENTIALS**

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B.S., Computer Science - University of Minnesota, Minneapolis, Minnesota

MBA, Business - University of St. Thomas - Opus College of Business

MMS-SE, Computer Science - University of St. Thomas, St. Paul, Minnesota

### Licenses & Certifications

- Certified Scrum Product Owner – Scrum Alliance
- Certificate in Project Management – University of St. Thomas
- Certified Oracle Hyperion Instructor – Oracle University
- Certified Oracle Hyperion Professional – Oracle University
- Professional certifications including: Agile Foundations, Digital Transformation, Generative AI and GPT, AI Leadership, IoT Foundations, Lean Six Sigma Foundations, Creating IT Strategy, Product Management , Software Development Life Cycle (SDLC), AI, and Cognitive Tech for Leaders, Priority Management, Unconscious Bias, Sales Foundations, UX Design Essentials, UX Foundations: Storytelling