

David Linhardt, Engineer, MBA

CEO / Entrepreneur / Visionary Business Leader / AI & ML

dave@insightstudios.co, mobile 650-427-9335

My super power is finding product-market fit and building successful technology businesses.

Experienced entrepreneur and business leader with 20+ years experience creating successful startups, turnarounds and new engines of growth at established companies. 11x entrepreneur, 2x venture studio founder and 5x Fortune 500 corporate executive. Created over \$2BN in incremental enterprise value. Pioneered transformative technologies in AI (artificial intelligence), ML (machine learning), direct marketing, adtech, marketing tech, omnichannel marketing, e-commerce, information services, SaaS (software-as-a-service), DaaS (data-as-a-service), telecommunications, in-real-life social media, transportation and consumer packaged goods. Engineer from Purdue University and MBA from Harvard Business School.

Career Highlights

- Founded and led product for two venture studios, 11 startups (10 profitable, 3 exits) resulting in a 1,460x return on invested capital.
- Bootstrapped first five startups to profitability with a total of \$5K of invested capital.
- Successfully turned around and increased growth of five businesses at PE-backed or public companies creating over \$2BN in enterprise value
- Created the largest-at-the-time 300 million consumer permission omnichannel data-as-a-service (DaaS) platform for performance-based affiliate email marketing and data enhancement
- Developed multiple AI & ML platforms that accurately predicted online consumer behavior and increased customer profitability

WORK EXPERIENCE

InsightStudios & Maverick Direct Marketing (Two Startup Studios)

Founder & CEO - Chicago, IL & Miami, FL

Founded two venture studios, incubated 11 startup businesses in marketing tech, SaaS (software-as-a-service), DaaS (data-as-a-service), e-commerce, AI (artificial intelligence), transportation and IRL social.

Startups We Created From Scratch:

- **e360Insight**, one of the largest AI-centric, affiliate email marketing platforms designed to improve response, conversion efficiency and marketing ROI (Return-On-Investment). **Profitable** in first three months. Successful **exit** to a strategic buyer.
- **BargainDepot**, a fully-integrated e-commerce business in home goods and fashion accessories. Achieved **profitability** in first month and operated it profitably for six years. Successful **exit** to a strategic buyer.
- **LegitLead**, a market-leading lead scoring platform for the for-profit education market. Achieved **profitably**. **Exit** to strategic buyer after launching the initial product.
- **e360data**, compiled and licensed consumer behavioral data to large compilers. **Profitable**. Successful **exit** to strategic buyer.
- **Acquisition Science (A16E)**, one of the largest multi-channel consumer databases containing over 300 million consumer records. Used for data enhancement and integration. Ran **profitably** for 17 years.
- **Disruptive Innovation Services**, an innovation consultancy that taught Fortune 500 companies how to innovate like startups. Acquired six Fortune 500 clients in first year. **Profitable**.

- **Datalove**, consumer data platform aggregating omnichannel data, life events and transactional data. **Profitable**. Pivoted to analytics platform.
- **Life Phase Media**, life event marketing services and consultancy. Ran as a **profitable** service business primarily for a large client, Epic Advertising. Shuttered to focus on building more scalable technology products.
- **ComeWith**, a cure for loneliness as an in-real-life social service. Ramped to 30K users. Brought 20K people together in real life across 60 cities. Shuttered due to lack of scalable revenue model. It turns out consumers are only willing to pay so much for a social club.
- **FounderDojo**, a startup school for aspiring entrepreneurs to teach how to build and bootstrap **profitable** startups. Achieved **83% startup success rate** in our pilot cohort over a 12 year period, a rate that is 207x higher than Y-Combinator, the leading startup accelerator.
- **Joyride**, a disruptive business model in the transportation industry that empowers drivers, re-inventing insurance. **Profitable**.

Amazon, Inc.

Head Of Product & Entrepreneur-In-Residence (Senior Leader, L7) - Seattle, WA

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

Yesmail, Inc.

Senior Vice President of AI & Data Services - Chicago, IL

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

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

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

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