



Gregory Newman 949-316-8866 | gnewman@newmanwells.com

Veteran executive accelerates growth at technology companies, through disciplined creativity and focused execution.

EXPERIENCE

VP, Marketing 2018 – Present

Zadara Storage, Inc., Irvine CA

Lead the worldwide marketing team at data storage disruptor. Aligned brand promise around business value; promoted use-case offerings; created scalable demand generation machine; and, built channel marketing program. Results: 46% YoY growth, Deloitte Fast 500, while maintaining target gross profit margins.

VP, Marketing/N.A. Sales 2016 – 2018

Parsec Corp., Anaheim CA

Led the growth of a worldwide manufacturing management software company. Strategies included 'packaging' pre-configured solutions to popular challenges, channel partner expansion, and more. Results: 330% increase in top-of-funnel traffic; 37% revenue growth YoY.

VP, Operations 2015 – 2016

Vigilistics, Inc., Irvine CA

Revamped analytics software company as SaaS alternative to legacy systems. Grew MRR 4x with clients Nestlé, Kroger, Alta Dena, Leprino, Dean Foods. Sold company to strategic buyer in 12 months at 400% increase in enterprise value.

President/CEO 2014 – 2015

Veestro, Inc., Thousand Oaks CA

Led food-tech startup from seed funding to national presence and 693% annual growth. Positioned company as provider of 'programmatic health solutions' not just 'food' – and proved Food-as-a-Subscription model, with over 2,400 recurring-revenue customers nationwide.

President/CEO 2013 – 2014

Board Member 2009 – 2014

Pipit Interactive, Inc., Santa Monica CA

Led turnaround of interactive software maker, successfully selling unused IP and repositioning company for acquisition.

VP, Marketing & Bus. Dev. 2012 – 2013

BluStor, Inc., San Jose CA

Helped Finis Conner launch new Bluetooth-based multifactor authentication solution. Designed 'Secure Mobile Briefcase' app, "What's Possible..." campaign. Raised seed funding. Partnerships with HP, Samsung, Micron.

VP, Operations/COO 2007 – 2012

vWise, Inc., Aliso Viejo CA

Launched the nation's largest provider of online interactive-video 401(k) enrollment and management systems, with millions of participants and 44 of top 50 providers, including: AXA-Equitable; Charles Schwab; DST; The Hartford; Mutual of Omaha; PNC Bank; S&P; SunGard; more.

Managing Partner 2001 – 2007

Newman & Wells LLC, Aliso Viejo CA

Served high-growth companies, especially in technology industries. Clients: Capton, Paragon Airheater, Superconductor Technologies, more.

Director of Marketing 2000 – 2001

Island Data Corporation, Carlsbad CA

Helped transform an engineering-dominated startup into a focused, customer-driven SaaS company. The stats: 451% revenue increase YoY, successful sale to LivePerson (LPSN).

Principal/Creative Director 1993 – 2000

Apollo Communications, Irvine CA

Marketing services agency for technology companies. Clients: CMS Peripherals, JVC, Ocean Microsystems, PairGain, Rainbow, Sage, Vision Solutions, ZyXEL, more.

Marketing Manager 1991 – 1993

Procom Technology, Irvine CA

Helped this young technology VAR grow from \$18m annual revenue to over \$75m in two years, and prepare for successful IPO.

EDUCATION

Juris Doctor 2006

Chapman University School of Law
(active member of California bar)

Bachelor of Arts, Law & Society 1989

University of California, Santa Barbara

COMMUNITY SERVICE

American Heart Association
Families Forward, Irvine (board member)
Mothers Against Drunk Driving
Pediatric AIDS Foundation
United Cerebral Palsy Association
YWCA