

# Tad Shepperd

TechCXO Partner - CEO/COO, Strategy, Sales and BPI



## CONTACT DETAILS

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## A Few Career Highlights and Positions Held

### VP of Sales, Dataline

Joined at startup and built a national sales team helping to grow the company to \$150M.

### Sr. VP and Managing Director, Datatec Industries

Ran a \$25M division of a technology and services company overseeing sales, operations, finance and HR.

### Co-Founder/Co-CEO, ShopperTrak

Raised equity and built a technology and data analytics company. Ran the business, grew it to \$100M and sold to a multi-billion-dollar conglomerate.

### VP and Managing Director, U.S. Retail Group, Wincor

Ran all aspects of the \$50M technology and software business.

### Sr. Vice President, Euclid Analytics

Responsible for sales, business development and other strategic growth initiatives at this Wi-Fi analytics business.

### Areas of Expertise Include:

Leadership  
Sales and Marketing Management  
New Product Launches  
Business Process Definition, Implementation  
Product Solution  
Messaging and Positioning  
Organization Cultural Development

## Education

University of Rhode Island, College of Business  
B.A., Business Administration

## Overview

TechCXO is a partnership with more than 100 members, all of whom are former, C-level executives with decades of experience. We offer our executive services on an interim, part time or fractional basis to small and mid-size businesses who need our extensive knowledge and experience, but not on a full-time basis.

Tad joins TechCXO as a Partner in our CEO/COO practice and will be helping clients with Leadership, Strategy, Business Process Improvement and Sales Process Assessment and Development.

He spent the first part of his career in sales and business development before taking on C-level roles eventually becoming a business founder when starting a technology and data analytics firm.

## Operations, Sales and Business Process

Tad supports his clients as a “Chief Executive Partner”.

He works with the leadership team on Strategy, Sales Organizational Effectiveness, Business Development Issues, Business Processes and Operational Efficiency.

Tad is an entrepreneur and business leader with a proven track record of success in leading small/mid-sized organizations through dramatic growth as well as the challenges of stagnation or decline.

Having built businesses from the ground up, he has hired teams and managed across all functional disciplines within the organization.

Tad is a strong advocate for a customer focused culture that won't settle for anything short of Excellence!

**TechCXO**<sup>®</sup>  
experience > acceleration