

DAVID W. GRUEHN

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INDUSTRY ADVISOR, SOLUTION DIRECTOR - RETAIL

A passionate, customer-centric executive with proven industry expertise in delivering product sales, market share growth, and customer satisfaction through visionary thought leadership, strategic thinking, innovative marketing, and trusted C-level relationships. A gifted communicator with a unique blend of industry experience, including CIO, Industry Advisor, Solution Director, Product Manager, Partner Manager, and Business Consulting Sr. Manager.

KEY SKILLS

Retail Advisor/Expert | Retail Visionary | Brand Strategy | Team Building/Management | C-Level Presence
Sales (Pre/Cycle/Post) | Sales Enablement | Solution Management | Communication/Presentation
Customer Service/Experience | Partner Ecosystem Development | Cross-team Collaboration | Leadership

EXPERIENCE

SAP | Dallas, Texas

2013 - 2023

INDUSTRY ADVISOR, SOLUTION DIRECTOR (Retail/Grocery), 2021 – 2023

Conceptualized innovative sales and solution strategies for internal/external customers focused on SAP's end-to-end customer experience value proposition for retail. As a "voice of the customer" liaison, provided insight/guidance for key industry executives, product teams, enablement teams, marketing campaigns, sales, and customer success teams.

- Utilized deep industry experience to project SAP globally as an innovative retail thought leader and strategic partner in customer meetings, industry events, webinars, published articles, and blogging.
- Heavily utilized as a critical go-to industry expert in strategic deal closure, product renewals, and net-new sales opportunities with direct ACV contribution of \$2M+ annually
- Designed innovative solution strategies and targeted go-to-market messaging focused on SAP's end-to-end value proposition – the intelligent integration of front-line customer experience with back-office delivery.
- Utilized extensive industry trends knowledge to create innovative sales and solution team strategies and managed cross-team collaboration for strategy implementation.
- Designed and delivered essential global industry sales enablement training and coaching.
- Collaborated closely with sales and solution teams to develop industry sales and pipeline generation strategies.
- Collaborated with partner management teams to influence partner ecosystem to enhance SAP's end-to-end value proposition.

CUSTOMER EXPERIENCE RETAIL INDUSTRY ADVISOR (Retail/Grocery), 2019 – 2021

Focused on SAP's integrated Customer Experience (CX) Solution Suite by defining and adapting the suite's go-to-market retail strategy globally to drive customer satisfaction, market share, and sales revenue growth.

- Designed and implemented retail-specific go-to-market sales strategies and collateral with supporting demo assets.
- Designed and delivered internal/external retail solution enablement awareness, training, and coaching.
- Designed compelling marketing campaigns and sales collateral to establish SAP globally as an innovative retail customer experience thought leader and strategic partner. Content utilized in customer meetings, industry events, webinars, published articles, and blogging.
- Collaborated in strategic customer meetings and supported industry sales cycles on-site and behind the scenes.
- Harnessed industry experience to enhance sales account planning, strategy development, renewal justification, and team quarterly business reviews.
- Conducted annual customer advisory board meetings with top global accounts for product roadmap enhancement

SENIOR PRODUCT MANAGER (Enterprise Collaboration), 2016 - 2019

Created and delivered high-impact global sales, pre-sales, partner industry solution offerings, and enablement content focused on enterprise collaboration business processes.

SENIOR SOLUTION ADVISOR EXPERT (Enterprise Collaboration), 2013 - 2016

Developed pipeline build and scale strategies to increase solution pipeline and revenue to elevate SAP's leadership position in the social business collaboration segment. Utilized retail and CPG industry solutions expertise and network to drive market awareness and new sales opportunities.

MICROSOFT | Dallas, Texas

1999 – 2013

INDUSTRY SOLUTIONS MANAGING DIRECTOR, (Global Retail & Hospitality), 2005 – 2013

Built and managed Microsoft's first retail technology subject-matter-expert team dedicated to establishing Microsoft as an industry thought leader and strategic partner. Designed and delivered innovative go-to-market solution strategies and product awareness for top-tier U.S. retail and hospitality customers globally.

- Managed \$360M P&L and achieved all annual quota objectives.
- Designed and executed go-to-market strategy and industry solutions with key industry partners. Enhanced partner solution ecosystem to improve overall GTM value proposition.
- Established retail industry credibility and awareness through numerous tradeshow presentations/events, executive briefings, and customer/partner advisory boards.
- Established strategic, trusted relationships with top industry press and analysts.

CONSULTING PRACTICE MANAGER (U.S. Retail & Hospitality), 1999 - 2005

Built and managed Microsoft's first retail consulting practice focused on top-tier U.S. retail and hospitality customers.

- Guided cross-functional, virtual teams in developing and delivering new industry solution offerings, product awareness and training, and custom solutions and processes for the retail industry.
- Designed and managed a business model to support 75 dedicated service professionals and nearly 1000 subcontractors focused on project management, retail-specific application and solution development, system integration, corporate collaboration, and strategic consulting.
- Created and delivered strategic industry-specific sales enablement training and coaching. Helped shift Microsoft globally from a product to a customer-focused sales organization.

ADDITIONAL RELEVANT EXPERIENCE

Gadzooks | Carrollton, Texas

CIO / VP INFORMATION SYSTEMS

Transformed the IT department and company technology infrastructure from start-up to robust and proactive team of mission-critical IT specialists supporting board mandates for growth and industry differentiation. Developed and initiated the first strategic information systems plan and IT steering committee, which sharpened executive focus on technology utilization as a strategic asset. Revitalized and grew relationships with key IT vendors.

The Bombay Company | Fort Worth, Texas

CIO / VP Information Systems

Developed and implemented a five-year strategic technology roadmap while replacing/ enhancing technology infrastructure to support long-term corporate strategic goals and industry-differentiating strategies. Focused on enhancing customer in-store experience and adopting emerging technologies to promote customer experience and loyalty. Implemented the company's first e-commerce website - one of the first retail websites in the world.

Price Waterhouse, LLP | Dallas, Texas

SENIOR MANAGER (Management Consulting Services)

Engagement project management, project profitability, engagement sales, executive relationships, customer satisfaction, and employee recruitment. Focus areas included Retail, Real Estate, and Consumer Product Goods.

EDUCATION

University Of Texas At Austin | Austin, Texas

Bachelor of Business Administration (B.B.A.) in Management Information Systems & Accounting

PROFESSIONAL AFFILIATIONS

National Retail Federation (NRF) Foundation Board (2011-2013)

NextPoint Retail Advisory Board (2009-2013)

Honorary Executive Professor, Center for Retailing Studies, Texas A&M (2003, 2005)

Retail System Alert Advisory Board (1997-1999)

Microsoft Retail Advisory Board (1997 – 1999)

Phi Delta Theta Social Fraternity, Delta Sigma Pi Business Fraternity

PUBLICATIONS AND MEDIA

davidgruehn.com