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OHIO SECRETARY  
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STATE OF OHIO  
**Executive Department**  
OFFICE OF THE GOVERNOR

*Columbus*

I, Mike DeWine, Governor of the State of Ohio, do hereby appoint Gregory J. Davda, Sr., Independent, from Delaware, Delaware County, Ohio, as a Member of the Minority Development Financing Advisory Board for a term beginning November 8, 2024 and ending at the close of business September 30, 2026, replacing Michael E. Flowers, who resigned.



IN WITNESS WHEREOF, I have hereunto subscribed my name and caused the Great Seal of the State of Ohio to be affixed, at Columbus, this 8<sup>th</sup> day of November in the year of our Lord, Two Thousand and Twenty Four.

*Mike DeWine*

Mike DeWine  
Governor



# GREGORY J. DAVDA, SR.

614-907-5889 | [jlgdad@gmail.com](mailto:jlgdad@gmail.com) | [linkedin.com/in/gregdavdasr](https://www.linkedin.com/in/gregdavdasr)

## Senior Information Technology Sales Executive & Minority Small Business Owner

**SaaS Software • Team Leadership • Entrepreneurship • Deal Closing • Complex Negotiations**

Highly-motivated and energetic technology sales leader and minority small business owner with an entrepreneurial spirit and a passion for building account relationships with the world's largest companies. Manage and close complex, multi-year SaaS contracts with long sales cycles. Cultivate industry contacts to generate leads and connect with prospect C-level decision-makers.

Proven ability to excel in start-up and matrixed team environments. Coordinate across all functions and team levels to promote quality and service excellence. Thrive in high-pressure, deadline-driven situations requiring consummate focus and organization.

### Selected Achievements:

- Successfully planned, managed and led creation of new sales teams with multiple organizations
- Consistently in the top 10% of sales and professional staff in gross revenue sold and key performance indicators
- Led up to 70 civilian staff and up to 100 military staff at any one time

- Sales Leadership
- Team Mentoring
- Prospecting & Hunting
- Customer Service & Satisfaction
- Information Technology & Services
- Sales Pipeline Management
- Customer Relationship Management
- Managing Professional Services
- Account Acquisition & Retention
- C-Level Relationships
- Exceeding Objectives & Quotas
- Managing Channel Partners

## Professional Experience

Optimum Technology, Inc., Columbus, OH

*SaaS software solutions for public safety and justice agencies*

**Chief Sales and Marketing Officer** | 2021 – present

Optimum is a small minority owned business. Part of the executive management team responsible for software product management, channel partner management, and software line of business sales and marketing.

- Responsible for execution of the company's sales and marketing plan
- Building sales and marketing team from scratch
- Leading team of employees and contractors to redesign company website, collateral material and registering software trademarks and other intellectual property
- Building out the functional roadmap for the three main software products

**Managing Consultant** | 2020 – 2021

Working with executive management team to create a cohesive Sales and Marketing plan that will align with the new two-year software product roadmap.

- Creation of the company's Sales and Marketing Plan.
- Creation of the SWIFT software product roadmap for 2021 and 2022.
- Managing two enterprise law enforcement software development projects that have more than 7000 registered users and up to 1000 concurrent users.

SageNet, LLC, Columbus, OH

*Enterprise managed network services for the nation's largest corporations*

**Director, Enterprise Sales | 2018 – 2020**

Lead sales teams to define and manage enterprise sales pipeline in 7-state region. Research prospect business objectives and market trends to align sales solutions with business needs. Leverage inside/outside sales techniques and industry networks to reach C-level decision-makers at prospect companies. Champion unique product features and optimal price point throughout prospect demonstration and consultation. Liaise between internal, client, and 3<sup>rd</sup> party teams during onboarding and testing phase. Lead final negotiations, close deals, and provide continuous support post-sale.

- **Closed \$2.5M agreement with Fortune 500 company** in 6 months by leveraging pre-existing relationship with client decision-makers to negotiate new service agreement.
- **Spearheaded \$5M contract with a retail leader in the service industry** by determined aggressive follow up and not taking 'no' as an answer.

Fujitsu America, Inc., Columbus, OH

*North American branch of global computer software enterprise with \$1.4B in annual revenue*

**Client Executive, Retail Solutions | 2017 – 2018**

Drove sales of enterprise retail software solutions on high-performing team of software sales specialists. Collaborated with co-workers and senior leaders to set and implement sales strategy on the ground. Tracked sales leads and activity in Salesforce.

- **Ranked #2 out of 7 software sales team members** based on total-pipeline-generated and distance-to-closure by end of tenure.
- **Exceeded sales activity goals every month**, performing in top 10% of all 22 business unit team members.

BestTransport.com, Columbus, OH

*SaaS software solutions for transportation and logistics industry*

**Senior Sales Executive | 2013 – 2017**

Prospected and sold enterprise SaaS sales solutions to manufacturing companies. Oversaw client acquisition and managed tactical communications for entire client base. Educated sales and product teams on best practices and process improvements. Hired for turnaround team to build strong reputation among target companies. Reported directly to C-suite.

- **Closed \$2M sales contract for SaaS solution** – BestTransport's largest sales agreement in prior 5 years.
- **Named Top SaaS Salesperson every year** based on total revenue generated.

Software Guidance and Assistance, Columbus, OH

*Technology and resource solutions for Fortune 500 clients*

**Business Development Manager | 2012 – 2013**

SGA is a Women-Owned Business. Held P&L responsibility for regional office with \$15M in annual revenue. Responsible for the company's two largest and most significant accounts with global financial institutions. Led up to 70 team members to drive sales and account growth. Organized company-sponsored events for consultants and client executives. Coordinated local marketing and maintained ongoing communication with client base.

- **Nearly doubled regional office revenue from \$8.5M to \$15M** in a single year by building strong relationship with primary enterprise client account and bringing in 2 new accounts.
  - Became primary enterprise client's top-ranked IT consulting vendor for revenue and customer service.

Optimum Technology, Inc., Columbus, OH

*Data management solutions for law enforcement and public safety*

**Director, IT Services | 2009 – 2011**

Managed 4-person team and had responsibility for data center and SaaS hosting operations. Responsible for company cyber security policy and posture, acted as CIO, CTO and CISO. Top Technology executive for the company.

- **Managed and had overall responsibility for all company technology assets to include data center, infrastructure, and software.**
- **Sat on the executive management committee**

**Senior Manager | 2007 – 2009**

Acted as interim CTO for organization and built 3-year technology roadmap.

- **Planned, initiated and managed data center and desktop technology refresh** while meeting all client SLA's and internal organization SLO's.
- **Organized and led rewrite of the company's main software product from On-Premises to SaaS.**

*Additional Roles at Optimum starting in 1999:*

Senior Consultant; Consultant; General Manager; Business Development Manager; Data Processing Manager

ENTREPRENEURSHIP:

Optimum Innovations, LLC Delaware, OH

*Management and technology consulting for small software companies*

**Owner, Managing Director | 2011 – present**

Penwood Realty, LLC Delaware, OH

Two unit rental property located in Northwest Columbus.

**Owner, Manager | 2022 – present**

MILITARY EXPERIENCE:

Ohio Adjutant General's Department, Ohio Military Reserve | 2011 – 2016

VOLUNTEER EXPERIENCE:

Franklin County & City of Columbus Medical Reserve Corps | 2012 to present

Franklin County Community Emergency Response Team | 2010 to present

Ohio Chamber of Commerce | 2023 to present

**Member of the Diversity, Equity & Inclusion (DEI) Chambers Council**

Columbus Chamber of Commerce | 2023 to present

**Member of the Member Engagement Committee**

National Emergency Numbers Association (NENA) | 2023 to present

**Member of the Emergency Incident Data Object (EIDO) Conveyance Working group**

**Education & Certifications**

The Ohio State University, Columbus, OH | **Bachelor of Science in Agriculture Communications**

Rutgers Business School, Center for Urban Entrepreneurship and Economic Development, Newark, NJ | **National Minority Supplier Development Council, Centers of Excellence Certificate Program**

Council on Licensure, Enforcement and Regulation (CLEAR) | **National Certified Investigator & Inspector (NCIT) Basic**

Axelos | **IT Infrastructure Library (ITIL) Foundation Certification**

Federal Bureau of Investigation (FBI) | **Criminal Justice Information Security (CJIS) Awareness certificate**

## GOVERNOR'S APPOINTMENTS TO BOARDS AND COMMISSIONS

**Appointment Date:** 11/8/2024

**Name of Appointee:** Gregory J. Davda, Sr.

**Address:** 96 Curly Smart Cir  
Delaware, OH 43015  
Delaware County  
(H):  
(W):  
(M): 6149075889  
(E): lilgdad@gmail.com

**Name of Commission:** Minority Development Financing Advisory Board  
Monica Womack, Chief of Minority Business Development  
28th Floor, Riffe Center  
Columbus, OH 43215  
(P): (614) 466-0657  
(E): Monica.Womack@development.ohio.gov

**Term Begins:** 10/1/2019

**Term Ends:** 9/30/2026

**Party Affiliation:** Independent

**Senate Confirmation:** Appointed by the Governor, confirmed by the Senate

**Financial Disclosure:** Public disclosure required

**Vice:** Michael E. Flowers

