

Nelson Santini

Metro Atlanta, GA • Phone: 404-641-6034 • Email: nelson@opteuspro.com • opteuspro.com

EXECUTIVE SUMMARY

A business problem solver, “a fixer”, who brings to the table thirty years of business development and operations experience gained from past projects. A master of technology implementations and business integration excellence. Leans into emerging technologies and applies new capabilities in innovative, strategic ways to solve complex business problems. Industry experience ranges from satellite telecommunications (space and ground), digital commerce, fintech, cybersecurity, AI, in both commercial and Federal Government contract settings.

PROFESSIONAL EXPERIENCE

OPTEUS – Founder and Managing Partner (2015 - present)

Founder of a multi-discipline technology and business consulting firm that provides fractional CXO and EVP services to optimize the efficiencies and performance of start-ups and small-to-medium corporations. Focus on automation of most critical business processes in sales, marketing and operations, to increase productivity and profitability. Marquee engagements include:

- **Fuel For Thought – CEO** (Aug 2023 – Feb 2024)
Co-designed and developed an innovative AI application aggregator to deliver top AI applications to other technologies in contextual workflow. Developed MVP with team within 45 days to recover from the previous CTO’s failed IP investment and development. Increased the pre-money valuation to the \$4M-\$8M range (estimated by Cherry Bekaert) via new technology and innovative go-to-market plan.
- **Artistic Fuel – CEO** (Aug 2023 – Feb 2024)
Completely re-launched website, all collateral, messaging, and positioning within 30 days. Increased the pre-revenue valuation to \$2M-\$4M (estimated by Cherry Bekaert) via new technology and go-to-market plan.
- **Fuel Management Group – CEO** (Aug 2023 – Feb 2024)
Created and managed a multi-entity business portfolio. Responsible for the leadership, performance, and growth of the corporations, as well as maximizing the capital growth of their intellectual property. Leading initial Series “A” for corporations in the portfolio, and the responsible utilization of funds to achieve stated goals.
- **Biometric Signature ID – CRO** (Aug 2022 – Oct 2023)
Completely re-launched the corporate website, collateral, messaging, and positioning within 60 days. Tripled average deal value from \$35K to over \$100K, doubling ARR by changing product portfolio and sales model. Expanded the product line, introduced the company to FINTECH and cyber markets. Secured \$25M in offers to fill a \$5M Series A, contingent on participation as “post money” CEO.
- **Minerva Space Technologies – CEO** (Jan 2022 – Mar 2023)
Led the startup through its seed and bridge round, into a successful \$60M Series A. Negotiated for lead investment group the acquisition of IP and talent to form Minerva. Developed the block-chain NFT environment and business model for the first “space coin” (NFT token).
- **Guardian Space Technology Solutions – CRO** (Nov 2020 – Dec 2021)
Led Series A raise for Guardian STS. Obtained \$75M in offers to fill an initial \$17M series. Developed business and operations automation plan in support of initial operations. Provided business development consulting services for NSSiCo, helping them secure a Stage 1 \$1M SBIR contract with Space Force.
- **SecureAxxess – CEO** (Jan 2022 – Mar 2023)
Developed private LTE model for Farmer’s Business Network for rural communication development. This is a decade long \$7B+ project for rural connectivity. Developed local \$50M federal grant program through select US Senate and US House of Representatives to establish first “space only” data center in NH.

ENVISTACOM – Senior Vice President Sales and Business Operations (Oct 2015 – May 2020)

FedGov/DoD Offensive and Defensive Cybersecurity, Satellite Communications Systems Integration company

Established, led, and grew a successful sales, sales operations, and marketing team that consistently grew sales to US Government agencies, the US DoD, and commercial entities year-over-year from \$15M to \$120M, from 2015 to 2020. Developed, implemented, and managed the processes and tools to streamline, automate, and integrate all sales, business, and finance corporate functions.

- Led teams of five BD professionals and ten Sales Operations SMEs to win \$55 Billion in IDIQ ceiling awards for FedGov/DoD sales.
- Turned around declining sales performance trend within six months.
- Personally sold over \$200M in annual sales over four years, at 20% CAGR rate.
- Sold \$500M in backlog sales guaranteed by IDIQ Federal contracts.
- Led the roll-out and integration of new ERP, finance, and CRM solutions to manage business operations.
- Led two successful M&A activities, merging sales and business operations company wide.
- Established advanced analytics practice via KPIs and BI to prioritize business pursuits, increased wins by 45%.

CONVOKO, LLC – Co-Founder, VP of Sales and Business Development (Oct 2013 - Oct 2015)

Business Operations Consulting Firm - Specializing in Salesforce and Finance Automation SaaS Implementation

Developed a unique consulting methodology to optimize small-to-medium size businesses by re-engineering, integrating, and automating their enterprise processes using Salesforce's CRM as the total business hub.

- Designed, sold and launched two complex business integrations among MS Dynamics, Salesforce, Pardot, BIRST, and Tableau.
- Sold \$2.3M in consultative sales in the initial year of the start-up.
- Hired, trained, and managed the operations team as the start-up.
- Optimized sales and sales operations processes for AGCO
- Led the technology merger of seven business units for Numerex, including the migration to ERP/CRM system.
- Sold business to partners after two years of operations.

BRIDGELINE DIGITAL, INC. – General Manager, EVP of Sales and IT (Apr 2012 - Sep 2013)

eCommerce and Website Automation Software Firm

Recruited to direct and successfully execute the business turn-around of Bridgeline's Atlanta regional office.

Entrusted with the consolidation and optimization of seven disparate data centers into one complete system to support over \$100M in annual eCommerce revenues.

- Streamlined work processes and achieved over \$14M in revenues during the first year of operations, resulting in increased customer satisfaction and 66% increase in recurrent revenue backlog.
- Generated \$11M in sales during the first year in charge of Atlanta's regional office.
- Sold largest annual deals, onboarding two large marquis accounts, UPS and Triumph Motorcycles.
- Led design and roll-out of first self-sourcing instance of "UPS Store" eCommerce ecosystem using iApps.
- Transformed Atlanta's .NET detachment into a center of excellence, redefining corporate processes.
- Consolidated IT department, converted into a revenue generating service team with \$2M in yearly sales.
- Retained as independent IT disaster recovery consultant (while at Convoko) to lead a corporate wide outage recovery impacting 100% of subscription based. Restored corporate business ecosystem to 100%.

INTERNAP, INC. – VP of Sales Operations, Channel Sales, Small Businesses (Jan 2010 - Mar 2012)

Tier IV Cloud Computing, Data Center and Digital Content Distribution Firm for Fortune 500 firms

Hand-picked by CEO to establish all procedures and related automated processes to run a sales operations team, supporting sales more than \$260M per year and associated recognized revenues. Charged with the consolidation and standardization of the Small Business Unit (SBU) and channel sales program; with a \$80M+ annual target.

- Automated sales quoting, onboarding, support, and account management for over 100 executives.
- Automated KPI management process via data analytics integration of sales and finance using BIRST.
- Grew SBU and Channel Partner sales by 18% year over year to \$30M/year.
- Achieved a \$2M/year cost avoidance program by negotiating all Channel Partners to same terms.

DATAPATH / ROCKWELL COLLINS, INC. – VP Sales and Sales Operations (Jan 2003 - Dec 2009)

Expeditionary and Teleport Satellite Communications Integration Company - Supporting International Customers and the US Department of Defense

Recruited by CEO to establish procedures and processes related to sales and sales operations in support of a rapidly growing US FedGov DoD “Prime” contractor. Single senior leader retained through three acquisitions and M&A activities, providing continuity of leadership. Supported and led sales growth from \$7M to nearly \$300M, introducing new products to the US DoD SATCOM marketplace.

- Personally closed over \$600M in sales through five-year IDIQ contracts.
- Led company growth from \$200M to \$300M in sales over 18-month period.
- Captured the STT / JNN WIN-T program, with sales of over 1500 terminals to the US Army.
- Secured sales for the SWAN USMC program, with sales over \$60M for terminals used in Afghanistan.
- Developed and configured the complete corporate product catalog and pioneered taking it “online”.

TANDBERG TELEVISION, INC. – Senior Manager of Customer Service and Channel Sales (Jan 2000 - Dec 2002)

Digital SATCOM Broadcasting and Encoding - Acquired by Ericsson, Inc.

Recruited to lead the transition from analog to digital broadcasting of over 14,000 TV stations in the America’s territory (Alaska to Argentina) incurring 0 net total outages. Managed 65 channel partners with a \$25M revenue stream. Migrated HQ and established first technical lab for TANDBERG Television in Americas.

- Managed twelve employees \$5M revenue PNL for customer service.
- Implemented repair and logistic procedures reducing repair backlog by 75% in two years.
- Managed a product recall in excess of \$30M with less than 0.5% material losses.
- Converted customer service cost center into profit center by productizing support services.
- Developed and managed America’s sales (Alaska to Argentina).

NATIONAL OILWELL VARCO, INC. – Senior Project and Product Manager (Jan 1998 - Dec 1999)

Deep Sea Oil and Gas Drilling via Robotic Equipment Engineering Corporation

Led the largest robotic drilling program at that time, with a net P&L value in excess of \$300M; commissioned three Transocean “Discoverer Enterprise” class ultra-deep sea drilling vessels. Launched then largest robotic drilling system to the Asian market, sales in excess of \$20M in year one of operations. Established the first automated product catalog for Top Drive and Pipe Racking engineering products, reduced quote time to minutes from weeks.

- Managed a \$300M / 120 employee P&L for shipbuilding programs.
- Saved \$100M in operational cost to key customer, becoming “lead project manager” for shipyard work.
- Managed a \$100M / 20 employee P&L for pipe racking products in Asia.
- Implemented quality assurance program for corporation, reducing material losses by 20% (year-over-year).
- Implemented qualification program for all new hires, reducing downtime and work errors by 43%.

US NAVY – LCDR (SEL), Naval Nuclear Engineering and Weapons Officer (July 1991 – Dec 1997)

United States Department of Defense, US Navy’s Submarine Fleet Nuclear Weapons

After graduating from the US Naval Academy, commissioned as Ensign in May 1991 and designated to serve as Navy Nuclear Power Engineer, securing PE grade in 1995. Participated in multiple strategic patrols in the Pacific Ocean, supporting STRATCOM and other Navy / joint forces special operations commands.

- Developed first computerized ship submergence compensation system using personal computers and Lotus 1-2-3. This process saved thousands of man-hours of work, and increased operational safety, and readiness by 90%. Became the operational standard for Squadron 17’s submarine fleet.
- Weapons Officer on Trident C4 missile systems.
- Quality Assurance Officer for six ballistic missile submarines in Submarine Squadron 17 (Bangor, WA).
- Consistently ranked first among all peers in all assigned commands.
- Led over a million man-hours of labor over three consecutive manufacturing shipyard maintenance periods of w/o a single incident (material or personnel) or delay.
- Developed the local procedure to and led the execution of the first and only ever reactor safety valve repair at sea in order to maintain mission readiness.

EDUCATION

United States Naval Academy – Class of 1991, Cum Laude Bachelor of Science in Systems Engineering
Masters of Nuclear Engineering, US Naval PS (1993)
Nuclear Engineering Professional Engineer, US Navy (1995)
Certified Quality Assurance Officer, US Navy (1995)

CONTINUING EDUCATION AND TRAINING

Hult Ashridge Executive Leadership Program (2001)
Certified Product Manager, Pragmatics Institute (2005)
Certified Marketing Manager, Pragmatics Institute (2005)
Certified Salesforce Admin, Salesforce (2009)
Project Management Theory, PMI (2009)
Proposal Management and Capture Manager, Shipley (2010)
Sandler Executive Sales Training, Sandler (2012)
Executive Trainer – Vertical Motion (2024)

Bilingual Media Trained Public Speaker - English, Spanish
TS/SCI PRP certifiable / FedGov - DoD