

# Insight on Coaching – Guest Bio

*Dave Munn*

*President & CEO, ITSMA (Information Technology Services Marketing Association)*

## **Introduction**

Dave is President & CEO of ITSMA, a marketing association that specializes in helping companies market and sell services and solutions. As a membership organization, ITSMA works with the world's leading technology, communications, and professional services firms to generate new business, strengthen customer loyalty, and increase brand differentiation.

## **Experience**

Since joining ITSMA in 1995, Dave has played a central role in expanding the organization's offerings to include: custom training and consulting; best-practice, benchmarking, and customer research; and a wide range of member services to help companies improve marketing, sales, and business results. Today, ITSMA serves over 100 member companies, representing close to half of the total Technology & Telecom services revenues generated worldwide.

Prior to joining ITSMA, Dave held senior-level field positions with Oracle and Apple, responsible for marketing products and services to commercial and government accounts.

## **Education**

Dave holds a Bachelor of Arts degree in Economics from Denison University and an MBA from Northwestern University's Kellogg School, where he concentrated in Marketing and Corporate Strategy.

## **Professional Affiliations, Publications and Recognition**

Dave is a former President of the Alcott Toastmasters Club and an alumni interviewer for Kellogg's MBA program.