

# DANIEL TOWERS

Director, Presales & Solutions Consulting

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## PROFESSIONAL SUMMARY

Presales and solutions consulting leader with 30 years turning fragmented, complex data into activations that drive revenue. Drove \$8M+ in new business at Vericast by building the presales function from scratch for the NXTDRIVE platform launch — the second time building it from nothing, across two platform generations. Supported marquee deals at Redpoint Global including CVS (\$17M), GoDaddy (\$6M), Gap, and Ralph Lauren across CDP, identity resolution, and real-time personalization. Fluent at the intersection of data and activation — technical enough to architect the solution, commercial enough to close it. Currently building Activemark, a live SaaS platform for pre-activation audience data validation. Effective as both IC and player-coach.

## EXPERIENCE

### Founder & Builder | Activemark LLC | Westford, MA | 2026 – Present

*Live multi-tenant SaaS platform that validates audience data against campaign briefs before activation, catching gaps that cost marketers revenue downstream. FastAPI, Python, Tailwind CSS, Anthropic Claude API for NLP-driven schema generation and brief-to-audience fit scoring. ~45,000 lines of code, solo.*

- Built the full validation engine: schema-based file validation, suppression list management, geospatial ZIP distance calculations, and NLP brief disassembly with audience-to-brief fit scoring.
- Also building two additional platforms: a stealth professional networking tool (near release) and a documentation and stakeholder analysis tool for go-forward planning and gap prioritization.

### Director, Strategic Marketing Consulting | RRD / Iridio | Jan 2025 – Jan 2026

*Founding member of the Strategic Consulting Group for Iridio, RRD's newly launched marketing agency. Consulted clients, prospects, and internal teams on marketing strategy, data utilization, and martech platform opportunities.*

- Audited data processes, customer journeys, and marketing performance for DTC retail clients; delivered strategic roadmaps for program enhancement across real-time data exchange, personalization, and journey optimization.
- Evaluated segmentation strategies and recommended outreach adjustments to maximize impact — including channel mix changes and spend reallocation to more closely align with business goals.
- Assessed partnership opportunities across identity resolution, personalization, and data enrichment vendors including FullContact, Bloomreach, and Data Axle.

### Director, Solutions Consulting | Vericast / RRD | Jan 2023 – Jan 2025

*Led presales and solutions consulting through the full launch of the next-generation NXTDRIVE platform. Built the presales function from scratch for the second time across platform generations.*

- Signed the first 7 NXTDRIVE clients, generating \$8M+ in combined platform and media revenue.
- Leveraged predictive modeling and lookalike audience extensions built on first-party data to drive targeting precision — translating client data assets into activation-ready segments that improved campaign performance and justified platform ROI.
- Built the demo environment, defined the solutioning motion, and developed sales messaging and ROI storytelling for the platform launch.
- Hired and developed a second solutions consultant; created a structured feedback loop channeling prospect insights to product and R&D — contributing directly to Snowflake and Sisense integration priorities.
- Conceived and drove the Customer Command Center (3C) — the client-facing analytics layer for NXTDRIVE covering campaign performance, contact insights, audience quality scoring, and data health metrics. After NXTDRIVE sunset, the concept and design became the core UI and data story for the Iridio platform.

### Principal Solutions Consultant | Algonomy | Dec 2021 – Jan 2023

*Sole US presales resource for a global AI-driven retail personalization and CDP platform — competing directly against Bloomreach, Dynamic Yield, and similar composable personalization players.*

- Partnered directly with the CRO to overhaul product-market messaging; drove content revisions and the launch of a new real-time CDP segmentation platform.
- Contributed to closing the first new US recommendation system sale in over two years — ending a significant gap in US new business.

### Solutions Consultant, Presales Lead | QuickPivot / Vericast | Jan 2020 – Dec 2021

*Led presales and solutions consulting for the QuickPivot rollout — the platform generation that evolved into NXTDRIVE.*

- Partnered with the product launch team to build the demo environment, define the solutioning motion, and develop launch sales messaging — establishing the presales playbook carried into the next platform generation.

### **Principal Solutions Consultant | Redpoint Global | Wellesley, MA | Nov 2015 – Jan 2020**

*Presales leader supporting new business across retail, healthcare, and channel partnerships. Presented two complementary platforms — a data pipeline and identity resolution engine plus a real-time campaign orchestration platform — independently and as an integrated CDP solution.*

- Supported landmark enterprise deals: CVS (\$17M), GoDaddy (\$6M), Gap, and Ralph Lauren — typical contract values \$500K–\$1M.
- Pitched CDP, real-time decisioning, identity resolution, and campaign management to dozens of enterprise prospects annually.
- Led a Starbucks enterprise POC: unified membership, sales, app, and loyalty data across 32M records via custom merge/purge logic; full-scale identity resolution on HDInsights in under 30 minutes. Surfaced previously undetected behavioral patterns in gift card usage consistent with recurring corporate purchasing.
- Partnered with LiveRamp to position an integrated identity graph solution; worked directly with a client to redesign their adtech process for first-visit web personalization.
- Defined, developed, and delivered custom demos and POCs across MS SQL, MongoDB, and Redshift; coordinated RFI/RFP responses across complex multi-stakeholder evaluations.

### **Director, Consulting Americas | SDL / Alterian | Nov 2013 – Oct 2015**

- Managed a \$13.5M revenue practice across 12 direct clients and 22 MSP partners covering North and South America — with a two-person US delivery team. Maintained partner renewals and prepaid commitments through a period of significant structural pressure; authored a comprehensive practice assessment identifying gaps in resourcing, product complexity, and channel support capacity.

### **Principal Sales Engineer | Pitney Bowes Software | Oct 2011 – Oct 2013**

- Presented real-time decisioning, predictive analytics, and marketing automation solutions across North and South America; closed 5 new accounts. Demo2Win and Holden trained.

### **VP, Professional Services & Presales | SmartFOCUS | Waltham, MA | May 2007 – Sep 2011**

*One of three US-based senior leaders for a UK-headquartered martech company. Sold a high-performance columnar database engine alongside a campaign management platform via a partner-driven GTM model.*

- Served as primary technical and presales resource; led partner onboarding, coaching, and troubleshooting across North America. Built strategic roadmaps with clients in travel, retail, and insurance.

### **Senior Director, Marketing Technology | Epsilon Data Management | Wakefield, MA | 1990 – 2004**

*Fourteen-year tenure across five progressive roles at one of the US's foremost marketing services companies. Career arc: mainframe systems analyst → Oracle DBA → database team leader → senior technology director.*

- Led 12-person team consolidating 80 regional Multiple Sclerosis Society chapter databases into a single national file — one of the earliest large-scale nonprofit identity resolution efforts in the US.
- Built B2B entity standardization and account hierarchy framework for AirTouch Cellular — matching logic, normalization rules, and subsidiary-to-HQ hierarchies across 100,000+ accounts before commercial solutions existed.
- Designed mainframe data ingestion pipelines for Pacific Bell supporting billions of call records daily; performed data hygiene and deduplication for Netscape during the early commercial internet era.
- Managed four Oracle DBAs; led adoption of emerging martech platforms including Crystal Reports, Business Objects, Alterian, Unica, and Netezza.

## **EDUCATION**

MBA with Honors · MS with High Honors | Boston University

BBA, Management Information Systems | University of Notre Dame