

Donald B. Crosbie

Partner



Select Executive Experience

Claimsnet.com Inc. (2002-2016)

Chairman, President & CEO

Xactimed Inc. (2001-2002)

President & CEO

Blue Wave Systems (2000-2001)

President and CFO

Rheumatology Research International (1997-1998)

CEO

ComVest Partners (1995-1996)

Founder

InterVoice (1984-1994)

Executive VP, CFO & VP of Marketing

Core Competencies

SAAS

Public and Private Companies

M and A Transaction

Both Buy and Sell

EDI

Sales and Marketing

Growth

Pharmaceutical Clinical Trials

FinTech

Investments

Turn Arounds

SEC Compliance

Revenue Recognition

Board of Director Issues

Legal

Corporate Structure

Restatements

Executive Profile

Don Crosbie is a Partner in the Dallas office of SeatonHill. With over three decades of experience, Mr. Crosbie has served as Board Chairman and Board member of numerous private and public companies. His industry experience includes technology, health care, investment banking, and energy, holding positions as CEO, CFO and Sr. VP of Sales and Marketing. His past companies have been startups and turn-arounds, ranging in size up to \$60 million in annual revenue. Don has also led numerous exit strategies for companies, the largest being a \$120 million sale.

Prior to his business career, Don spent 20 years in full time church work, as both a missionary in Indonesia, a pastor in Wellington, New Zealand, and as the President of an international mission organization. He traveled widely in 70 countries throughout the world and offers a unique perspective from his background in business and ministry.

Industry Experience

SAAS

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M and A transaction

both buy and sell

EDI

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Technology

Contracting

Managed Technology Services

Education & Certifications

Bachelor of Commerce, Accounting & Economics

Victoria University of Wellington

Bachelor of Commerce, Accounting & Business Management

Victoria University of Wellington

SEATONHILL™

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For more information contact:

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Our partners have deep experience across multiple industries, and can quickly integrate into your organization to provide the insights you need to succeed in today's marketplace.

Donald B. Crosbie
Partner



Key Experience

Claims Provider Site: With multiple executive leadership roles, Don was responsible for preparing the company for a successful acquisition. He successfully turned company around and settled with creditors at 19 cents on the dollar. Don also recruited, hired, mentored, motivated, supervised a staff of eight executives, including Accounting, IT, Customer Service, Legal, Sales & Marketing, Product Development, Human Resources, and Investor Relations. Most notably, he restructured the balance sheet and reduced the burn rate 85%.

DSP Distributor and Manufacturer: As President and CEO, Don was Responsible for preparing the firm for a successful acquisition by a major corporation (\$135 million). He increased profits by 113% from a budgeted \$3.6 million to \$7.7 million. Don also led cost control & people productivity resulting in forecasted sales of \$40 million. He was the executive over USA operations, Sales, Marketing, Human Resources, Accounting and Legal.

International Research Journal: As CEO, Don accomplished a strategic plan to stop losses, build profits and sell the company. He grew revenue by 350% & turned operating losses into a 30% pre-tax profit.

Private Investment Firm: As a Founder, Don Raised capital in IPO's & Secondary offerings. He also recommended stocks to institutional fund managers that were profitable in the 1st month. The company became a NASDAQ Market Maker specializing in technology startups.

Digital Customer Experience Corporation: For this global industry leader, Don served in multiple executive roles. He was increased profits 135% on an increase of 47% in sales. Don was responsible for all aspects of the company including Profit & Loss & annual reports. He also led world-wide sales & marketing in 30 countries via direct sales & distributors. Don grew sales from scratch to \$24 million in 4 years through a variety of vertical markets. He marketed voice response systems with direct mail, media, editorial, trade shows & telemarketing, establishing a network of value added resellers and system integrators & distributors (in USA, Europe, South Pacific, Central & South America, and the Middle East). Most notably, Don achieved 60% direct & 40% indirect sales with 20 VARS.

Volunteer Business Advising Mentor: As an advisor with Pacific Community Ventures Business Advising Org since 2017, Don provides advice and guidance to small business owners who are creating good jobs for working people. He discovers their challenges and gives advice and guidance to grow their business.

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