



CONTACT:

Brian Suerth  
Technology Assurance Group  
(858) 946-2112  
brian@tagnational.com

## **NEWS FOR IMMEDIATE RELEASE**

### **Technology Assurance Group Welcomes Dave Seymour as Senior Vice President**

*Seasoned Finance Executive to Drive Member Success*

SAN DIEGO, CA — August 10, 2011- Technology Assurance Group (TAG), an international organization of leading unified communication providers, is thrilled to announce the addition of Dave Seymour, as Senior Vice President, of the TAG organization. Dave is a senior finance executive that has enjoyed a very successful career. Dave has an impressive background in finance, business management, sales and strategy and his areas of expertise include: financial planning and modeling, forecasting, budgeting, inventory optimization, mergers and acquisitions, business development and negotiations.

Dave spent the last 13 years with TaylorMade-Adidas Golf and Gathering Storm Holding Company--the company responsible for marketing and distributing TaylorMade soft goods internationally. He was originally brought in at TaylorMade to manage the budgeting and forecasting for \$200M in US operations. Dave advanced rapidly taking on additional responsibilities that included the formulization of financial models helping to drive over \$100M in revenues and negotiated termination of international distributor agreements enabling Adidas' subsidiaries to sell direct resulting in 50% increased sales. As Director of Finance for North America, Dave formulated annual financial plans, prepared annual budgets, analyzed monthly performance for \$250M in sales, and developed a reporting structure to track KPIs. Dave was then promoted to Director of International Sales where he held P&L responsibility for several countries and introduced a forecasting model that remedied frequent inability to meet product demand and ensured consistent product supply.

Most recently, Dave was Vice President of Finance & Administration of Gathering Storm Holding Company. He was recruited by the former CEO of TaylorMade to startup this organization, which was charged with building the TaylorMade soft good lines. There he built the financial infrastructure and distribution capacities of 5 distinct business units. Dave was responsible for direct financial planning, budgeting, forecasting and analysis as well as guiding the successful implementation of Oracle. Dave played an instrumental role in driving revenue growth from \$0 to \$90M in less than 5 years.

“As Senior Vice President of TAG, Dave will give TAG additional resources to provide financial analysis, advice and counseling to TAG Members.” said executive vice president, Brian Suerth, “We look forward to his contributions in the development and deployment of new curriculum, additional financial tools and systems for use by TAG Members and in the implementation of strategies designed to help TAG Members grow and prosper.”

### **ABOUT TECHNOLOGY ASSURANCE GROUP (TAG)**

Technology Assurance Group, LLC (TAG) is a national organization of leading independently owned telecommunications companies. TAG provides its Members with the competitive advantages necessary to achieve a dominant position in their marketplace. Members benefit from programs including strategic partnerships with communication solution providers, best business and management practices, and advanced sales training programs. TAG's mission is to leverage its Members' combined economic power, to increase their sales and profit margins, and to bring advanced technology to the marketplace. For more information on TAG, please call 858-946-2100 or visit [www.tagnational.com](http://www.tagnational.com).