



## Contact

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## Top Skills

SaaS, Software & Technology  
Go To Market Expert  
Growing Technology Companies  
Executive Sales Management, Marketing & Strategy  
Product Marketing  
B2B Strategic Selling  
Organizational design

## Results

6 exits valued at over \$2,000,000,000  
Led the successful integration of over 20 mergers & acquisitions.  
Successful in 7 industries

## Publications

*"Designing your income. How to fix under performing sales organizations"*

*"Micro-Services Architecture. Why Now!"*

*"How software will NOT be sold in the future"*

*"The Tower of Babel: Aligning & organizing technology companies"*

# Kevin M. Joyce

Global Sales & Marketing Executive. SaaS, Martech, Digital Media  
Greater New York City Area

## Summary

Go to Market expert who has successfully led commercial organizations to 6 exits valued at over \$2,000,000,000. Experience across seven industries in enterprises ranging from start-up to Multi-Billion dollars. Successfully led the commercial teams of over 30 mergers and Acquisitions. Strategic thinker with hands on execution.

## Experience

### **Dragonflies, Butterflies, & Bees**

Principal  
December 2017 - Present  
Greater New York City Area

Management Consulting firm focused on increasing enterprise value through commercial transformation. Focus on strategy, sales and marketing processes to drive growth and cultural transformation within technology based enterprises.

### **Piksel Inc.**

Chief Commercial Officer  
December 2012 - December 2017 (5 years 1 month)  
Greater New York City Area

Recruited by lead investors to turn around this \$200M failed roll up of 23 companies. Turn around completed through a 104 day pre-negotiated bankruptcy that resulted in a new company, Piksel Inc.

### **Miranda Technologies** (Acquired by Belden Corporation)

Chief Sales & Marketing Officer  
July 2010 - December 2012 (2 years 6 months)  
Montreal, Canada

Recruited by Board to transform under performing commercial organization. Miranda was sold to Belden in 2012 for over 3x the enterprise value it had when I joined in 2010. Grew revenue 50% over 24 month period, grew GM 30%, grew market share from less than 10% to greater than 20% in strategic accounts.

**Eastman Kodak**

Corporate Vice President, WW Vice President Sales & Marketing Digital Solutions

January 2009 - July 2010 (1 year 7 months)

Rochester, New York Area

Championed and built the commercial organization globally for this \$ 1.2B digital printing division of Kodak. Digital solutions, is the largest and most successful business unit remaining within Eastman Kodak.

**Eastman Kodak:**

Corporate Vice President, Chief Marketing Officer

January 2008 - January 2009 (1 year 1 month)

Rochester, New York Area

Promoted by CEO to transform under performing global marketing organization of 350 personnel, \$3 billion division of Kodak.

**Eastman Kodak:**

Corporate Vice President, Managing Director North America

January 2005 - January 2008 (3 years 1 month)

Norwalk, Connecticut

President of Kodak's \$1.3 Billion printing and publishing business in the Americas. Created the global organizational and operation model that unified the new digital Kodak.

**Kodak Polychrome Graphics (Acquired by Eastman Kodak)**

Vice President Sales North America

January 2003 - January 2005 (2 years 1 month)

Norwalk, Connecticut

Transformed under performing organization of over 200 sales and sales support personnel. Annual revenue of \$300M. Repositioned sales organization from passive and complacent to aggressive and highly motivated. Increased revenue 10%, margin 15% and market share 25% within 24 months

**Creo (Acquired by Eastman Kodak)**

President

1993 - 2001 (9 years)

Vancouver, Canada Area

Was the first sales person hired for this new technology start-up. Promoted through the ranks ultimately to President. Managed 500 people across all functions. Creo grew from \$ 0 in 1993 to \$600M in 2001. Creo was purchased by Eastman Kodak in 2005 for \$1 Billion.

## Education

### **Harvard Business School**

Executive MBA: Program for Management Development  
PMD, Business Administration and Management

### **Saint Michael's College**

BA, History

## Personal

Married 28 years Kristen

Children:

Zachary 25

Nathanial 23

Amanda 21