

## Contact

[www.linkedin.com/in/davidjcrouch](https://www.linkedin.com/in/davidjcrouch)  
(LinkedIn)  
[www.ten24.co](https://www.ten24.co) (Company)

## Top Skills

CMS

Marketing Strategy

Web Strategy

# David Crouch

Founder and CEO at Ten24  
Worcester, Massachusetts, United States

## Summary

Results-driven executive with over 25 years of success in leading diverse teams to exceptional outcomes. Adept at implementing lean management strategies and maximizing efficiency, I have a proven track record of building, managing, selling, and supporting complex digital products and services. My entrepreneurial background includes founding and leading a bootstrapped software startup in the eCommerce space, Slatwall Commerce, which I guided to a successful exit in 2021.

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## Experience

Ten24

Founder and CEO

April 2008 - Present (15 years 6 months)

Working with innovators to deliver game changing software.

### DELIVERING EXPERTISE

Fractional Executives & Advisory

Experienced fractional technology leadership focused on growing companies, building software products and delivering business value.

### DELIVERING PROJECTS

Plan, Build, Launch & Go-To-Market

Partnering with businesses to build and deliver eCommerce and complex custom software projects including; engineering, operations and go-to-market strategies.

### DELIVERING TEAMS

Building Teams That Perform

Recruiting and managing high performing remote teams that consistently deliver based on your requirements.

Fan Owned Club

## Advisory Board Member

January 2019 - Present (4 years 9 months)

Greater Nashville Area, TN

Community ownership of professional clubs is common in Europe. But in North America, pro teams are almost exclusively owned by billionaires. Fan Owned Club changes that. Fan Owned Club will offer a limited number of minority ownership shares in FC Pinzgau Saalfelden to the public through our website this winter.

Are you a soccer fan interested in getting more out of your Fandom? Or a successful professional looking to get in on the ground floor of a unique ownership opportunity? Join our mailing list at [www.fanownedclub.com](http://www.fanownedclub.com) or message us directly. Why just follow, when you can own?

## Ultra Commerce

COO

October 2021 - April 2023 (1 year 7 months)

Worcester, Massachusetts, United States

## Slatwall Commerce

CEO

January 2021 - May 2022 (1 year 5 months)

Worcester County, Massachusetts, United States

Slatwall Commerce is the only headless eCommerce platform built with a full suite of tools and functionality for marketing teams while also being developer-friendly. A complete eCommerce platform with open source roots, Slatwall Commerce is available as a SaaS solution combining enterprise, business-friendly functionality with headless commerce.

B2B and B2C companies choose Slatwall Commerce to power their digital commerce because the platform is feature rich, but also flexible enough to capitalize on new opportunities and plan for growth.

## Synthenet Corporation

Director of Client Solutions

August 2003 - March 2008 (4 years 8 months)

Responsible for developing long-term client relationships by establishing an in-depth understanding of how each client's business operates and might benefit from web-based technology. Responsible for developing key partner relationships with marketing / business consultants serving the SMB market.

Peak Machine  
Sales / Marketing Director  
2000 - 2003 (3 years)

Phoenix Media  
Sales Manager  
1997 - 2000 (3 years)

InSports LLC  
Marketing Director  
1993 - 1997 (4 years)

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## Education

Syracuse University  
BS, Public Relations · (1987 - 1989)

Stonehill College  
· (1985 - 1987)