

3forward Leadership Bios



Dan Hudson, President, co-founder

A 3forward co-founder and company president, Dan Hudson has more than 25 years of executive sales leadership and excels in innovative growth strategies, developing sales alliances and creating winning teams. He has been responsible for creating new markets, expanding existing relationships and developing both direct and indirect sales organizations.

Dan's Expertise

Sales management, new market entry sales strategy, Consultative sales methodologies, Sales recruiting, Sales compensation methodologies, large account management, Costing and pricing strategies

Additional Information

- Company: www.3forward.com
- LinkedIn: <http://www.linkedin.com/in/danHUDSON3forward>
- Facebook: <http://www.facebook.com/danHUDSON.at.3forward>
- Twitter: http://twitter.com/Dan_3forward



Matt Smith, Exec. Vice President, Co-founder

3forward co-founder Matt Smith has a sales background of more than 25 years, including executive positions in sales and marketing management for technology and services companies. He has worked closely with many organizations, from global multi-nationals to mid-size and emerging firms. Along with sales management, he has run marketing and PR, led large pursuit/pricing teams and built and managed several sales alliances.

Matt's Expertise

Consultative Selling Process, Sales Management, Large Account Management, Marketing and Communications, Public Relations, Alliance Development, Sales Analytics, Sales Recruiting

Additional Information

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- LinkedIn: <http://www.linkedin.com/in/mattSMITH3forward>
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