

TIM MCCRACKEN

Managing Director

Tim McCracken is Managing Director and a Co-founder of Motum, LLC, where he works with the senior leadership teams of companies to exceed breakthrough revenue attainment through the effective alignment of business strategy, marketing, sales and delivery/expansion.

Before founding Motum, Tim served as Vice Chairman of Tatum LLC, responsible for leading the Firm's revenue initiatives. He also served as a member of Tatum's Board of Managers during the remarkable growth phase for the Firm. During his tenure at Tatum, the Firm saw its annual revenues increase more than 350% – from less than \$50 million to more than \$200 million – creating the largest executive services firm in the United States.

Prior to joining Tatum, Tim was CEO and founder of a successful Dallas-based professional services firm providing leading-edge sales methodology, leadership coaching/mentoring, sales skills training and marketing/messaging workshops to software and consulting firms in the United States and Europe.

Other positions held by Tim include Senior Vice President of i2 Technologies, Inc., the world's leading provider of supply chain software and services, where he led a world-ranked global sales and solutions team of over 500 professionals to exceed \$1.6 billion in annual sales. Tim has also provided leadership to organizations in developing and maintaining technology infrastructures to support successful global marketing and sales operations.

As a member of the consulting practice of Ernst & Young, LLP, Tim launched and served as practice leader for the Firm's third-largest international service line. A proven project executive, he led a number of large-scale technology and business process reengineering projects, including the Firm's largest-ever deployment of ERP in a client's fourteen plants and six distribution centers on four continents.

A recognized expert in sales leadership, strategy, methodology and negotiations, Tim is a sought-after speaker and trainer by companies seeking to achieve breakthrough profitable growth through sales excellence.

