

## BRIAN CHOATE, SENIOR VICE PRESIDENT-EXECUTIVE BIO

When he co-founded Timberlake AMS Solutions, Brian Choate welcomed the opportunity to build a business from the ground up. He skillfully overcame the challenges associated with entrepreneurship and quickly identified and capitalized on opportunities for growth. He spent the following two decades building a base of knowledge, gaining a multitude of skills, and handling a diverse range of responsibilities – all of which helped propel him past his peers and differentiated him from his competitors.

During his nearly 20-year tenure with Timberlake AMS Solutions (which was acquired by Naylor Association Solutions in 2014), Brian adeptly assessed the needs of corporate and association clients of all sizes and expertly recommended and implemented customized solutions. His long-term success in designing and implementing both SaaS and custom-developed web applications to help clients manage customers, memberships, financials, communications, websites, and events make him an ideal Senior Vice President at Fonteva.

Fonteva Membership™ was the first association software solution to be built entirely on the Salesforce platform, and the patent-pending Fonteva Framework™ solidifies the company's reputation as one of the most innovative companies building Salesforce applications. Fonteva serves 130 customers operating in 139 countries, and Brian's skillset complements the company's commitments to helping customers lower technology costs, improve member experiences and eliminate costly software upgrades. As Fonteva's Senior Vice President, Brian's responsibilities include:

- Providing training and leadership to the Fonteva sales team to ensure it is the most knowledgeable in the industry and the most adept at assessing customer-specific needs.
- Working in harmony with product development teams to ensure Fonteva's roadmap reflects customers' and prospects' current and future requirements.
- Collaborating with marketing to develop and refine go-to-market strategies.
- Monitoring prospect win-loss ratios and designing process improvement programs.

His two decades of experience managing complex technology implementations on behalf of national associations, other member-based organizations, and high-profile corporations have given Brian the opportunity to demonstrate not only his technical prowess but also his soft skills. A natural people person, he provides motivation and inspiration to his teams and to other internal resources; he energetically and effectively communicates and collaborates with clients; and he develops and maintains tight-knit relationships with strategic industry partners.

Brian received his degree from Gettysburg College in Entrepreneurial and Small Business Operations. In school and in the workplace, two guiding principles have contributed to his success: "Be the attitude you want to be around" and "Surrounding yourself with great people allows great things to happen." He is excited to have found an environment full of great people and positive attitudes and looks forward to being a part of Fonteva's continued growth and success.