

# DONALD THOMPSON

Tech CEO & Revenue Leader

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## Executive Profile

Operator, builder, and culture architect with 25+ years leading companies through high-growth inflection points. **Treats leadership like an operating system—creating a high performance culture you can operationalize, measure, and improve—teams deliver results faster, margins expand, customers stay, and talent sticks.** Scaled companies to multimillion dollar exits, integrated large teams post-acquisition, and now builds repeatable performance systems for global clients.

ENTERPRISE BUILDER

EXECUTIVE ADVISOR

AUTHOR & SPEAKER

## Core Strengths

- » P&L leadership
- » Enterprise GTM & revenue architecture
- » Global leadership across distributed teams
- » Extensive enterprise sales and revenue expertise across multiple industries
- » Operating cadence and governance
- » AI-era change leadership
- » Post-merger integration & value capture
- » Talent strategy & manager standards
- » Board/CEO advisory

## Signature Outcomes

- » **Built to exit, 3x** – Early employee #7 at I-Cubed; helped scale and professionalize operations; engineering software division purchased by **Adobe**; later led the services business to acquisition by **KPIT**. Remaining business, iCi Digital, later acquired by **Beringer Capital**.
- » **Scaled services** – As CEO, grew I-Cubed’s services organization from **16** → **140 employees**, serving **Boeing, Raytheon, Boston Scientific, John Deere, Bose**, and others.
- » **Sustained growth through shocks** – **30% YoY** revenue growth for **5 consecutive years**, including during the Great Recession.
- » **Post-acquisition leadership at scale** – Integrated a **300+**-person engineering/software team at KPIT; stabilized enterprise accounts and protected SLAs while standardizing cadence across sales, delivery, and P&L.
- » **Agency growth & brand platform** – Early-stage investment in **Walk West** led to scaling into an award-winning digital firm; served as CEO, then Board Chair; **3x Inc. 5000**.
- » **Venture build to strategic exit** – **Founded The Diversity Movement (TDM)**; from **0** → **100+ clients in 12–18 months**; acquired by **Workplace Options**. Worked with clients such as **Labcorp, Subaru, Hugo Boss, and Lenovo**.
- » **Turnaround to sale (enterprise CX)** – As **Chairman & Interim CEO** at **iCiDIGITAL**, scaled **14** → **100+ employees**, repositioned to a data-driven enterprise CX partner, and **prepared the business for a successful sale to Beringer Capital**.
- » **Executive Advisory** – Advisor and **executive coach to global, multibillion-dollar C-suite leaders**; designs thought-leadership programs and leadership training for startups to Fortune-class enterprises.



## Board & Advisory (selected)

Easterseals UCP NC & VA (Vice Chair)  
Walk West (Executive Board Chair)  
Swing Racquet + Paddle (Director)  
CyberAlliance (Director)  
ECU Health (Former Trustee)  
NC State CSC (Former Member of the Strategic Advisory Board)

## Publications & Media

### Author:

- » *Underestimated: A CEO's Unlikely Path to Success*
- » *The Inclusive Leadership Handbook*
- » *The Employee Engagement Handbook: A Leader's Guide to People, Purpose, and Performance. (Forthcoming January 2026)*
- » *Meaningful Work: How Purpose, Mastery, and Trust Drive Performance in a Human + AI Workplace (forthcoming)*

**Host:** *High Octane Leadership* podcast

**Columnist:** WRAL TechWire (leadership, workplace culture, future of work)

## Recognition

EY Entrepreneur Of The Year® – Southeast Winner

Forbes Next 1000

Inc. 5000

Fast Company World-Changing Ideas

Inc. Best in Business

Business North Carolina Power 100

Raleigh Magazine Impact 50



## Career Narrative

### Managing Director – Workplace Options, Center for Organizational Effectiveness

Builds **Assessment** → **Advisory** → **Activation** programs that convert “engagement” into performance (retention, productivity, growth). Aligns strategy, leader behavior, and talent systems; education-driven leadership as AI scales; installs manager standards and an operating rhythm tied to business outcomes.

### Founder & CEO – TDM (acquired by Workplace Options)

Productized learning and analytics to link trust, communication, and leader behavior to measurable outcomes. Landed **100+ clients within 18 months**; created scalable programs later integrated into WPO’s global platform. Clients: **Labcorp, Subaru, Hugo Boss, Lenovo**.

### CEO; now Executive Board Chair – Walk West (3x Inc. 5000)

Partnered with the founder to reposition from creative shop to strategy-led, digital-first agency. Recruited senior operators, launched media platforms to support enterprise deal flow, and chaired the board through scale. Clients: **Toshiba, AstraZeneca, State Employees Credit Union, Collegiate Sports Associates, Velcro Brands, Cisco, Lenovo, Pendo, NC State, UNC-Chapel Hill, Duke University of Nursing**.

### Chairman & Interim CEO – iCiDIGITAL (acquired by Beringer Capital)

Led a growth and repositioning phase, scaling the team from 14 to 100+ and building a senior bench across strategy, engineering, and data/analytics. Recast the firm as an enterprise, data-driven CX partner—winning multi-year engagements with national brands, increasing annual contract value and pipeline velocity. Clients: **Panera, Food Lion, Time Warner Cable, Nascar, Ingersoll Rand, SAS**.

### Post-Acquisition Leader – KPIT Technologies (following I-Cubed acquisition)

Owned post-merger stabilization and growth for 300+ North American engineers/consultants. Protected revenue, **standardized governance (OKRs/QBRs/forecast)**, and stood up joint GTM with global counterparts.

### Chief Executive Officer – I-Cubed (acquired by KPIT)

Helped manufacturers manage digital products, tools, and technology across complex lifecycles. Grew employees from **16** → **140** with blue-chip global clients (**Boeing, Raytheon, Lockheed Martin, Boston Scientific, John Deere, Bose**). **30% YoY** growth for **five years**, including during the Great Recession. **Led company to acquisition by KPIT**.

### VP, Sales – I-Cubed (Enterprise digital rights management division acquired by Adobe)

Joined as **employee #7**. Clients: **Daimler Chrysler, Cummings Engine, Medtronic, Stryker, Canadian Pacific Rail, Hyundai Motor, Adobe Systems**.