



*“Critical Path Strategies creates value by listening to what our client’s most pressing business -impacting issues are and then jointly creating a winning solution. We help our clients “move the needle” faster and more dramatically than current course and speed to achieve incremental revenue growth that exceeds their expectations.”* - Ted Gurevitz

Ted’s proven ability to successfully analyze an organization’s critical business requirements and spearhead innovative solutions to enhance competitiveness and increase revenues makes him a highly sought-after CPS client executive, facilitator, and consultant.

During his 30-year career with IBM, Ted led customer-facing teams in software, services, and consulting engagements in the healthcare, energy, and telecommunications industries. His global sales and marketing management experience spans direct sales, national accounts, business partners, channel marketing, and OEM sales.

Successful in identifying opportunities for accelerated growth, Ted designed partner programs, developed marketing campaigns, and introduced new lines of business, which resulted in customer conversions and competitive winbacks. As an IBM sales director, he masterfully created and launched IBM’s eLearning software sales and services organization, and successfully grew the middleware software and services business, consistently trumping the competition to expand market share and surpass revenue objectives.

Most recently, Ted worked for Dow Jones Enterprise Media Group, where he directed sales activities for a new product launch, including customer targeting and sales training curricula development.

Ted earned a bachelor’s degree in business administration and MIS from the University of New Mexico in Albuquerque.

Ted enjoys golf, tennis, softball, snow skiing and is a model train enthusiast. Active in the community, he has served the Junior Achievement organization and is extensively involved in volunteering for numerous assisted living centers in Dallas. Ted lives in Plano, Texas and has two children.

