

Our Professional Team



David M. Lonsdale
President and Managing Director

Direct: 214.217.7723
E-fax: 214.217.7797
E-mail: dlonsdale@allcapcorp.com
Twitter: @MiddleMktMandA

Executive Profile

David Lonsdale has more than 35 years of operational experience in both corporate and entrepreneurial environments, and now puts that experience into practice as President and co-owner of Allegiance Capital. He uses his expertise to help middle-market business owners achieve their goals by educating them on today's M&A options in raising capital, exit planning and selling.

Key Achievements:

- Has grown Allegiance Capital to over 50 people, with four offices in Dallas, New York, Chicago, and Minneapolis/St. Paul, and a vast array of success stories advising middle-market business owners
- High-performing executive manager who has delivered double- and triple-digit growth at multiple companies in both growth markets and adverse environments
- Successfully built and sold three venture-funded companies in the computing and information technology industries

David's business experience spans corporate and entrepreneurial environments both domestically and internationally. In the corporate sector, he grew divisions for McDonnell Douglas/Boeing and Dun & Bradstreet/AC Nielsen, and as an entrepreneur he built and successfully sold three venture-funded technology companies, including one sale to Microsoft. His decades of real-world managerial experience mean that David understands on a very practical level how to deliver the top-quality investment banking services that a middle- market business owner needs.

David's entrepreneurial background has been focused on innovation and cutting-edge technology. Prior to joining Allegiance, he was Chairman and CEO of bTrade, Inc., which provided internet security solutions for business-to-business e-commerce. While there, he raised two rounds of venture capital funding, quadrupled revenues in four years to almost \$10 million, and successfully sold the business to a public company. He was also CEO of Uppercase, Inc., a PARC research start-up project for Xerox Corporation, which designed and prototyped the hardware and operating system for the first digital-analog integrated pen tablet device in 1999. He sold Uppercase to Microsoft, along with 10 PARC patents, for \$50 million. Prior to that, David was COO of Integrated Micro Products, a public company manufacturing fault-tolerant computers for the telecommunications industry, where he grew revenues from less than \$10 million to over \$30 million in 1 year and successfully sold the company to Sun Microsystems for \$100 million.

Earlier in his career, David held leadership positions in McDonnell Douglas, where he orchestrated the company's European information technology strategy. Later, as part of the senior management team for Dun & Bradstreet, David managed A.C. Nielsen's software and systems division and grew Logistics Data Systems from a distressed division into the market leader, quadrupling revenues to \$40 million and increasing earnings by more than 800% in 4 years.

David has served on the boards of multiple companies, both private and public. He has a BS in mathematics and physics from the University of Leeds and an MBA from Cornell University.