Executive Biography

Craig Edland
VP, Sales & Marketing, Partner

Craftlogic Software, LLC

Craig Edland is Vice President of Sales and Marketing and a Partner at Craftlogic Software.

With more than 30 years' experience in the information technology industry, Edland has a wide range of experience in business applications, software development, security, infrastructure, networking, managed services, and business process re-engineering. He has held positions in general management to senior sales leadership with industry leaders HP, EDS, Tribridge, All Covered, Xerox Global Services and IKON Technology Services. He has also founded two systems integration and professional services companies, co-founded a software company, and was a partner in a venture capital firm.

Prior to joining Craftlogic Software Edland was a leader in HP's entry into the Microsoft Dynamics business and performed leading roles including global product manager; Microsoft dynamics practice leader and business development manager. Edland led HP's development of Microsoft Dynamics cloud services. Prior to leading the Dynamics practice he was the global product manager for security and privacy.

Prior to joining HP, Edland was the business development leader for enterprise accounts at Tribridge, a premier Microsoft Dynamics Gold Certified Partner. He was responsible for growing the Microsoft Dynamics business in the enterprise segment in the U.S. and managed the relationship with Microsoft.

Edland is a member of CEO Netweavers, an organization dedicated to servant leadership. He currently serves on the board of directors for the Dallas chapter of Sales and Marketing Executives International (SMEI) and was their past chairman. He is a member and past vice president of the Dallas chapter of the International Association for Microsoft Certified Partners (IAMCP). Edland is also a member of Success North Dallas and a founding member of the BizTech Roundtable. Edland has served on numerous advisory boards and councils. He is a passionate speaker on topics including sales and servant leadership, technology, entrepreneurship, free-enterprise, and marketing.