

Alignment, Accountability, Action



David has over 40 years of experience in Sales (line and staff positions) in both the manufacturing and retail industries. He has a proven track record of success as a business manager, as he knows how to achieve sales growth without sacrificing profits. He has successfully developed a simple, module approach to strategic planning and executed it with a variety of customers. He has used this approach to coach sales/development leaders and to help them build their teams into healthier organizations that achieve their goals.

David is also an expert in Leading Change, focusing especially on Stakeholder Management and Organizational Design. His passions are for teaching and for building non-profit/relatively-new businesses in the Gateway region. He is also quite active in the community, volunteering/leading non-profit organizations, including nursing homes and church councils/ministries.

Areas of Expertise:

**Growing Sales Revenues
(without losing profits)**

**Integrated Commercial
Planning & Execution**

**Leading Change &
Organizational Design
(Role Clarity)**

Significant Results:

Growing Sales

**Sales
Transformation**

Professional Experience:

Education:

Achieves sales/profit objectives:

- Aligns brand with category (channel, trade, & POP as necessary) to create Sales Growth Strategy. Integrates consumer and purchaser (or donor) perspective.
- Establishes commercial 4P Best Practices & Sales Manager as General Manager (with customer P&L responsibility) of his/her shopper's "Path-to-Purchase".
- Assesses and leverages buyer/seller fundamental "Style Differences".

Executes simple, module strategic planning process to improve performance:

- Develops joint organizations' values (minimally respect) and mission as needed.
- Designs desired future state leveraging the joint organizations' values/mission.
- Assesses current state (diversity), identifies gaps vs. desired future state, and develops transition plans to fill those gaps & measures/goals to track progress.

Insures team member role clarity, stakeholder alignment, and sustainable results:

- Leverages optimized key commercial processes and capacity analysis to design/re-design organization (insures role clarity and sufficient human resources exist).
- Assesses key stakeholders' (minimally business owners/functional leaders) readiness for change and develops & executes related communication plan.
- Insures means to achieve quick and long term wins are imbedded via skill matrix.

- Facilitator for a joint (vendor/customer) category planning program resulting in 8% category growth (10% growth for the vendor). Based on sustaining these results, the team was awarded Vendor of the Year for 3 consecutive years.
- Program Leader for Nestle North American "Sales Transformation" initiative. Implemented new sales organization in Canadian division saving \$4M in related design costs while growing portfolio revenue by 9% and share of market by 5%.

<u>Organization</u>	<u>Title</u>	<u>Dates</u>
• Experience on Demand	Partner	2017 - Present
• DEAR :, LLC	Founder/Principal	2016 - Present
• Nestle GLOBE	NA Reg. Mngr. Sales/Mkt.	2011 - 2015
• Nestle Purina	Director, Sales/Best Practice	2001 - 2010
• Ralston Purina	Sales Operations/Finance	1988 - 2000
• General Foods/Kraft	Sales & Marketing Mgmt.	1980 - 1987

MBA – Northwestern University (Marketing & Finance) – Chicago, Illinois