

David is a creative and hands-on business-builder who has spent the past 10 years in a CMO role leading global marketing teams and driving tremendous growth across a range of industries and customers. His track record speaks for itself: transforming pipelines and revenue, revitalizing product, executing new product launches and marketing strategies, and leading corporate and culture transformation.

Current Position

75F, VP of Global Marketing :: www.75f.io

2019 - present
Minneapolis, MN

Rebuilt and scaled a complex and high-growth business at the forefront of wireless building automation. Grew a team from two to eighteen while growing pipeline and marketing KPIs by 10X and revenue by over 3X per year. Winner of the CleanTech Top100 award as of the world's most sustainable companies. Member of an exec team of 8 reporting directly to the CEO and board.

- Built a repeatable and scalable sales process from the ground up to reach new verticals and markets, with research and segmentation, ICP and customer journey mapping, intent data and scoring, and marketing automation and multitouch sequences. Moved from dozens to over 10,000 leads per month, with pipeline increases of roughly \$38MM attributed customers
 - Delivered a highly personalized 13-touchpoint sequence to over 221,000 high-value targets across 86 demographic and behavioral segments. Averaged 46% open and 24% click rate across all workflows and a opportunity rate of 3.7%, four to five times benchmarked industry average.
 - Rebuilt internal BDR/SDR's into a channel-focused ABX stack for a new enterprise and OEM business, with over 1.2M outbound sends and \$15.5MM in sales growth across key large accounts, including wins at United Health Group, Remedy Medical, EESL, Rivian, Duke, Dalkia, Terpel, Flipkart, Singapore Power, Amazon, Mariott, Tata, and Total.
 - Dramatically scaled live event presence post-pandemic, from 8 events in 2019 to 40 scheduled shows in 2022, and 70+ planned for 2023. Developed and launched the 75F Smart Building Webcast during the pandemic to address immediate customer and market needs, with almost 66,000 unique opt-in visitors in 2020.
- Created a culture of marketing performance and product clarity across the company. Responsible for a full in-house web redesign, as well as competitor and customer insights, product and corporate marketing, and the successful global launch of new software products and platforms.
 - Established global brand governance and critical marketing/agency integration following partnerships with with leaders Daikin and Siemens
 - Executed a customer-led product messaging and design update across multiple countries for our 'We Are 75F' launch in January '22
 - Opened new offices in New York, Mumbai, Singapore, Dubai, and Delhi, with Mexico City, Bogota, Santiago, and Sydney following in 2023.

STRATEGY

growth marketing
data analytics
product marketing
content strategy
digital strategy
customer insight
corporate marketing
UX/UI design
M&A
brand

OPERATIONS

sales management
marketing automation
budgets & finance
pricing & positioning
agency mgmt.
customer retention
investor relations
analyst relations
customer success
advertising
business intelligence
event marketing
sales enablement

PERFORMANCE

paid & organic search
nurture & conversion
community outreach
inside sales mgmt
email marketing

DIGITAL

global UX/UI design
mobile & web dev.
process mapping
content localization
rapid prototyping
social media

Past Experience

2016 - 2019
QUISK, Head of Marketing :: quisk.com San Francisco, CA :: Denver, CO

Launched the world's 1st mobile-first payment software and largest in the Caribbean, bringing secure digital debit accounts to 2 million SMS-only customers in Jamaica, as well as government assistance, real time micro utility payments, and never-before-tried digital merchant services. Reported to CEO and board.

- Worked with agency network and brand partners NCB Bank, Digicel, and Flow to create lifestyle-based ad campaigns across email, programmatic display, direct mail, SMS and in-app messaging, exceeding launch goals by 40%. United Nations Development representative.
- Responsible for launch of the Quisk website and app through over 5.6MM in transactions per month in Jamaica. Onboarding of 1200 acceptance locations in 12 months; launch of the world's first gaming partnership, first ATM integration, first mobile bill-pay, and real-time mobile top-up on any carrier network.
- Leveraged experimental data science based on transaction volume/size/location/device/time to drive awareness, amplify influencers, and accelerate the pipeline.

2014 - 2015
INTELIVIDEO, Head of Marketing :: intelivideo.com San Francisco, CA :: Denver, CO

Defined and built GTM and content strategy for a high-growth data delivery and video transcoding software. Worked cross-functionally to manage roadmap, growth marketing, retention, UI/CX, and the rapid growth of an early stage tech startup from 3 employees to 27 in less than a year. Reported to the CEO and board.

- Managed product launch, payment enablement, and lead gen from a few thousand dollars through \$3MM annually, with sales and delivery to over 180 countries of 68,000 titles — from The Church of Latter Day Saints and AMC Network to global content from indy Hollywood studios and the UFC.
- Performed in-depth analysis of marketing channels and campaigns, leveraging client feedback to optimize spend, triple CTR, and lift MQLs by 43%, with new product roadmap, UX design, brand guidelines, web and content strategy, performance metrics and dashboard integration, inbound marketing program and sales enablement via CMS integrations.
- Developed data algorithms based on customer segment, marketing channels, and campaigns to guide geo-targeted lifestyle app display campaign to 2,500+ SMB prospects per quarter.
- Recruited and supervised the first 6 marketing hires and a diverse range of agencies, content networks, sales partners, and internal design and development teams to build out a logo, brand, business model and company from zero to revenue. Pivoted through end-user video delivery and warehousing platform, enterprise media transcoding and data storage system, to a full-stack video services business.

2013 - 2014
3M, Global Digital Lead :: 3m.com Minneapolis, MN

Led a team to re-envision and rebuild the 3M.com web experience for customers worldwide on a new user-centric and e-commerce enabled architecture—the basis of the 3M site today. Responsible for global content marketing plan, localization, and launch in Germany, France, Spain, Mexico, Brazil, and the UK.

- Managed customer insight and business transformation of a successful beta and launch. Global CSat scores improved from 55 to 80+; Competitive share increased from 12% to 67%; Page 1 organic search ranking for 70% of core portfolio terms; 22% increase in search success; 5X lead growth
- Drove e-commerce, data analytics, app development, business intelligence, marketing automation, and SEM/SEO for 3M division partners in 25 countries

3M, Global Digital Specialist

2012 - 2013

Award-winning work across siloed business units and teams to pilot, design and launch the first 5 mobile websites in company history, Including the first e-commerce, mobile where-to-buy, search, and catalog implementations. Led agency management and digital global sales and product enablement teams.

- Responsible for enhancing digital customer interactions and user experience around the world. This included mobile application development and marketing strategy, mobile web design, digital content and e-commerce implementation, SEM and demand generation campaigns, and working to drive high visibility, market-centric initiatives for new digital platforms under development across the business.
- Global Marketing Excellence Award Finalist, "Optimized User Experience and Path to Purchase"
- Global Marketing Excellence Award Regional/Business Winner, "3MDefense Integrated Mktg. Campaign"

3M, Global Marketing Supervisor

2011 - 2012

\$26.2MM P&L responsibility, as well as the data-driven category management and global launch of solid state lighting products in 3M's retail and commercial portfolio, including the industry-leading Sun Gun II.

- Utilized sales and product enablement best practice to deliver one of the most successful new product launches in division history. Managed resulting vendor shortages and international channel conflicts to finish 15% above plan globally, with year on year US growth of 18% and bottom line increases of 24%

3M, Global New Business Development Manager

2010 - 2011

An intra-preneurial, high-growth position in 3M's innovation team and lead user research group to build and commercialize new apps and software businesses, pitching M&A opportunities to the 3M board

- Bologna, IT: Built successful business plan, channel strategy, and commercialization proposal to win funding for an multi-million dollar acquisition bringing robotic automation to 3M's portfolio.
- Winnipeg, CA: Innovation Team lead for the pilot and launch of the 3M Smart Shelving System and a suite of related RFID enabled manufacturing technologies—Spun off and sold to Fastenal in 2011.

3M, Sales Representative & Sales Trainer

2006 - 2010

Scaled a \$20.5MM business to 7.5% YoY growth over three and a half years in a difficult economy. Finished at 106% of annual target in 2009 despite double digit market and industry downturns. Exceeded 12 of 14 quarterly sales goals via success of retail ad campaigns and simple web-based loyalty programs.

- Dubai, UAE: Collaborated with 3M MEA on sales training and development with key channel customers in Egypt, Oman, and Saudi Arabia. Market and portfolio development and key acct. lead.
- Singapore: Worked with 3M APAC BDM's and trainers to design a modular 3-week training curriculum to equip and train 535 sales representatives in 70% less time than the existing US program
- Elected to the 3M Global Sales Advisory Council, 2008-2010
- Global Sales Advisory Council Secretary, 2009

CARRYON PR, Global Communications

2005

Agency experience creating and executing PR pitches, collateral, and video for global clients Symantec, Memorex, Nature Made, KB Home, J-Date, Johnny Rockets, General Cigar, Razor, and the Ansari X Prize.

- Responsible for copywriting and messaging, content production, graphic design, video editing and animation of Man-On-The-Street videos for ESPNmobile, Apple, the X-Games Los Angeles, and LEGO

Education

UNIVERSITY OF THE PEOPLE 2016 - 2018
MBA, Focus: Luxury Marketing & Brand Management

PENN STATE UNIVERSITY 2004 - 2006
Bachelor of Science in Marketing, Business Law

Leadership

PENN STATE ALUMNI BOARD, Director-at-Large, Hammond Society Honoree 2008 - 2016
Among 24 elected board members supporting the strategic direction of the college.

- Founded Penn State Alumni Association group on LinkedIn, among the largest alumni groups in the world

EDGE OF SEVEN, Board of Directors, Board of Advisors 2014 - 2016
Two year term working to improve access to education for women and girls in Kenya, Nepal, and Uganda.

Volunteerism

- COURAGE CENTER, Disabled Ski Instructor
- ST. MATTHEWS CHURCH, Food Bank Captain
- UNITED WAY, Team Africa
- DISTRICT DEL SOL, 3M Corporate Lead

Entrepreneurship

THE AURORA PROJECT, Founder and Chief Product Officer 2007 - 2009
Tabster was a working, game-based mobile electronic payments application for splitting bills and checks.

- Submitted Android SDK beta to Google's ADC1, finishing 71st out of 1,788 participants from 70 countries

VINTRO LLC, Founder 2004 - 2006
Developed an hardware-based and RFID-enabled wine-inventory management software system.

- Completed inventory analysis for Zolas Bistro, an independently-owned, award winning local restaurant and the Nittany Lion Inn before the project was halted for failing to meet sales cycle and cost targets

Public Speaking

- KEYNOTE: CARBON SCALE, 2022 Cleantech Conference
- GLOBAL MARKETING STRATEGY, Metro State, University of Colorado, Penn State
- THE ART OF SELLING, Penn State Graduate School of Business, University of Pittsburgh
- STRATEGIC INNOVATION & LEAD USER RESEARCH, UC Irvine Graduate School of Business