

DAVID M. ESPINOSA

25532 Orchard Rim • Lake Forest, CA 92656 • 949.278.7890 • 4DavidOnline@gmail.com
<https://www.linkedin.com/in/davidmespinosa/>

VICE PRESIDENT OF SALES & MARKETING / GM / CORPORATE DEVELOPMENT

Dynamic Executive with 25 years' experience driving strategic business plans that transform organizations through results-focused marketing, sales strategy, and optimized customer delivery initiatives to exceed Corporate expectations. Visionary & collaborative leader adept at developing high-impact teams and strategic partnerships to penetrate new markets & accelerate growth. Effective in creating company value through strong level of customer intimacy and services.

Expertise Include:

- Strategic Business Planning
- Business Transformation
- Process Optimization
- Merger & Acquisition
- Customer Centric Selling
- Account & Pipeline Mgmt.
- Digital & Target Marketing
- Branding / Marcom / CRM
- Federal & State Govt. Affairs
- Global & Emerging Markets
- Vendor / Channel Relations
- B2C, B2B & B2G

Entrepreneurial leader known for creating integrated sales and marketing teams that penetrate new markets and drive company profitability through customer intimacy

PROFESSIONAL CAREER

LEXIPOL - LEADING PROVIDER OF RISK MGT. SAAS SOLUTIONS TO PUBLIC SAFETY AGENCIES

Vice President – Business Development

January 2016 – October 2018

- Built & lead high-octane go-to-market organization (Marketing, Business Development, Sales, & Acct. Mgt.) to achieve revenue targets and additional operational goals; 28% 3yr CAGR.
- Defined & executed action plans to develop 3 new markets segments; increasing Serviceable Market by over 50%
- Instituted Federal Govt. Affairs program; making available over \$300M in grant appropriations for our clients
- Created alliance network with industry subject matter experts; increasing Corporate competency & product offering
- Established 65+ strategic partnerships with key Federal, National & Local Govt. offices & associations; with emphasis on Public Safety arena to gain voice of market and create a channel to hyper-accelerate awareness.
- Implemented Salesforce.com across Marketing, Sales, & Services practices to improve partner management and customer delivery.

PRINTRONIX - LEADING GLOBAL MANUFACTURER OF INDUSTRIAL PRINTERS

Sr. Director – Corporate Marketing & Global Sales Operations

April 2004 – January 2016

- Lead cross-functional team of Corporate Marketing, Regional Field Marketing, Sales, IT, & vendors to deploy Sales & Marketing systems, policies, and business practice to achieve customer intimacy & loyalty.
- Drove eMarketing – web, portal, ecommerce, email, SEO/SEM & social media to create, interact & transact with demand; launched new branding and company website globally.
- Steward of customer & channel Master Data Mgt (MDM), including data acquisition, hygiene, enrichment & mining of databases; creating richer profiles for heightened engagements.
- Corporate chair of Salesforce.com practice (CRM); covering strategy, development and adoption for stronger customer intimacy.
- Establish compensation plans and quota methodology that produce motivated sales efforts toward corporate objectives.
- Responsible for driving pipeline management disciplines to produce sales outlook and forecasting accuracy.
- Revised Go-to-market model and implemented new channel distribution model and loyalty program to increase market reach into new segments.
- Executive Sponsor of Business Intelligence implementation of Sales & Marketing KPIs to improve performance.
- Experienced in M&A activities with successful integration of company's acquisitions.

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PROFESSIONAL CAREER (CONTD)

GATEWAY COMPUTERS - MANUFACTURER AND MARKETER OF PERSONAL COMPUTERS

1996 - 2004

Senior Manager – National Services Sales

July 2003 – March 2004

- Lead Regional Business Development Managers in achieving market penetration of Services through marketing support and direct sales in Consumer, Retail, Government, Education, & Corporate markets.
- Surpassed revenue target \$165M in 2003; 113% of plan & increased gross margin contribution by 45%.
- Developed ‘best practices’ for selling Services & administered training to sales force of 1600 across 200 stores.

Senior Manager – Retail Sales Operations

April 2001 – July 2003

- Implemented Siebel Sales Force Automation System to 1200 account executives; enabling better customer data management and opportunity / pipeline management. Increased opportunity close rate by 25%.
- Enabled \$48 million in incremental revenue with implementation of inventory management system to allow stores to carry inventory for the first time.
- Increased retail sales productivity by \$30 million by re-engineering Point of Sales system and processes.

Senior Sales Manager – Outbound Tele-sales & E-commerce

October 2000 – April 2001

- Lead 3 Regional Outbound Tele-sales teams to pace \$18 million annually in Small and Medium Business sales.
- Co-developed cross-sales channel integration program between retail stores and call centers to work as a territory team to achieve revenue targets; a first within Gateway.
- Managed \$52 million in E-commerce sales, operations, and customer services for Gateway@work.com.

Manager – E-Commerce & Inbound Sales

October 1999 – October 2000

- Implemented Online Chat; drove conversion rate up 14% and overall customer satisfaction by 6%.
- Co-developed web site creation and web hosting products; increased revenue stream by \$1.5 million annually.
- Took ‘start-up team’ of 54 to \$10+ million monthly revenue within 3 months; consistently 115% of plan.

Corporate Trainer - Business Sales

July 1998 – October 1999

- Open new Business Sales center, developing new-hire curriculum for 140 Account Executives; including Negotiations, Sales, & Overcoming Objectives; first at Gateway.

Account Executive – State & Local Government Sales

September 1996 – July 1998

- Delivered revenue growth of 245% government sales contracts, achieved \$1M club (top 5%) of staff.

BEST BUY – ELECTRONIC & ENTERTAINMENT RETAILER

1992 - 1996

District Manager - Merchandising/Visual Marketing

- Managed sales and operations of \$156 million district; directed 9 managers and 180 staff members.
- Authored the Merchandising Guideline handbook for Music, Movies, Gaming & Software to be used nationwide.
- Spearheaded 6 new store openings and remodeling efforts of 9 existing locations.

District Buyer – Music

- Controlled \$65 million in inventory mix and \$3.6 million Open to Buy budget; Top 5 performer.
- Generated \$245,000 in incremental in-store Marketing Development Funds in 13-month period.

EDUCATION

- University of Nebraska, Lincoln 1991-1993. 3.8 GPA.

NOTABLES

- Member of National Sheriff Association, Intl. Association of Chief of Police, & Intl. Association of Fire Chiefs
- Advanced Knowledge in
 - MS Word, Excel, PowerPoint, Project, & Visio,
 - CRM Platforms: SalesForce.com & MS-CRM
 - eMarketing tools – Ektron, Wordpress, Google Adword, Google Analytics, & Webmaster Tools
- Perform Commercial Voice-Overs