

DAVID WINKLE

Executive Sales Leader | Revenue Growth Advisor

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SUMMARY

Accomplished sales and GTM leader with a track record of scaling revenue across technology, B2B, and B2C markets. Known for transforming sales organizations, launching new commercial models, and building high-performing teams across North America and APAC. Founder of Precision Growth Advisors, helping mid-market B2B companies build AI-powered revenue systems.

EXPERIENCE

President

Precision Growth Advisors

2026 – Present: Charlotte, North Carolina

Precision Growth Advisors is a boutique advisory firm that helps B2B CEOs build AI-powered revenue systems that make growth predictable and repeatable.

- Reduced client account research time by 70%-80% through custom AI sales agents
- Delivered 20–30% fewer stalled deals by embedding pipeline intelligence into CRM workflows
- Identified \$3M–\$5M in revenue opportunity for mid-market B2B companies (\$40M–\$60M)

Executive Vice President, Sales & Marketing

Night Owl Security Products

2024 – 2025: Naples, Florida

Night Owl® is the #1 Wired Security Brand in the United States, manufacturing advanced private and secure video security solutions that monitor your property.

- Oversaw revenue operations across consumer and commercial businesses exceeding \$50M in annual revenue
- Launched a new cloud subscription service resulting in over 3X growth in Y/Y subscribers

General Manager, US & APAC Sales

DTEN, Inc.

2021 – 2024: San Jose, California

DTEN manufactures All-In-One video collaboration touch screen panels and sells to Enterprise, SMB and large universities through the distribution channels.

EDUCATION

MBA

Pepperdine University

Malibu, California

BS, Marketing

Miami University

Oxford, Ohio

PUBLICATIONS

How Do You Due Diligence a Sales Organization

Axial Middle Market Review

Dave Winkle | <https://bit.ly/2EAxlvP>

Axial Middle Market Review is a newsletter that provides insights to company executives, investors, and private equity firms.

VOLUNTEERING

Member/President – Lake Norman Rotary Club

The Rotary Club of Lake Norman-Huntersville is a local chapter of Rotary International. The club raises charitable funds for local, national, and international charities and programs.

Mentor – LaunchLKN

LaunchLKN is a community of entrepreneurs, business & community leaders dedicated to sharing knowledge, advising and helping tech-based startups thrive.

INDUSTRY EXPERTISE

- Video Collaboration and Unified Communications
- Home Automation – Security
- Technology/Software Sales
- Consumer Electronics
- Retail, Etail, & B2B
- Consumer Packaged Goods

- Led a team of 15 Field Sales and Channel Account Managers in North America
- General Manager for the company's Asia Pacific business
- Sales grew 42% y/y in year 1 due to restructuring the US sales organization into geographic territories, hiring more experienced sales professionals, increased strategic customer engagement and driving sales activity metrics

SVP, Business Development

Tech Talent South

2019 – 2021: Charlotte, NC

Tech Talent South bridges the gap between corporate growth goals and the rapid technical talent acquisition.

- Led the sales effort to increase corporate customers by 30% for technical training, custom-built talent pipelines and contract-to-hire
- Onboarded several Enterprise customers who contributed to 2X company revenue in 2021

Sales Consultant

Sales Xceleration, Inc.

2017 – 2019: Charlotte, NC

- Served as an Outsourced VP of Sales for B2B companies - building sales strategy, installing operating rhythm, and creating metrics and accountability frameworks to drive revenue growth
- Provided sales team leadership as an Outsourced VP of Sales
- Created metrics and accountability to achieve company goals

Vice President, US Sales

Targus Inc.

2011 – 2017: Anaheim, California

- Expanded the US customer base by over 20% and gained 3 points of NPD market share within existing customers
- Developed strong customer relationships with Best Buy, Walmart, Staples and others to achieve double-digit shelf share gains for key product lines

CORE COMPETENCIES

- AI-enhanced sales and marketing workflows
- Revenue Operations
- Subscription & Cloud Monetization
- Retail, Channel, SMB & Enterprise Sales
- Sales Organization Design
- P&L Leadership
- Executive Customer Engagement

CERTIFICATIONS

Certified Sales Leader

Sales Xceleration, Inc.

Global Enterprise Management Program

University of Oxford, Oxford, England

KEY ACHIEVEMENTS

“Leader of the Year” Award at Logitech

Only one Manager in the Division can win this award each year

Best Buy Bravo Award

Recipient for vendor sales growth excellence.

Transformation

Consistently inherited underperforming sales organizations and rebuilt them into high-growth teams

Scale & Impact

Managed P&L and revenue operations exceeding \$50M at Night Owl Security Products

EARLIER CAREER EXPERIENCE

Director, National Accounts

Logitech

2006 – 2011: Fremont, California

Logitech is a multi-brand company designing products that bring people together through music, gaming, video and computing.

- Achieved double-digit consecutive sales gains over three years
- Developed a strategic plan with Best Buy that led to 20% revenue growth and increased market share
- Gained new distribution in 5 new retail locations

Director, National Retail

Fellowes Brands

2004 – 2006: Chicago, Illinois

Fellowes Brands is a family-run business that provides records storage solutions, workspace management products, and mobile technology accessories.

- Delivered 12% revenue growth by increasing shelf share at major retailers
- Implemented a cross-functional team structure & recruited “A players” to upgrade the sales team
- Initiated category management programs which created strategic customer partnerships

Vice President & General Manager

Eastman Kodak Company

Eastman Kodak is one of America's most iconic corporations, known for pioneering consumer photography and film technology throughout the 20th century.

Positions Held:

- Vice President & General Manager - Chicago, IL
- Regional Sales Manager - San Francisco, CA
- Marketing Manager, Cameras - Rochester, NY
- Strategic Planning Director - Rochester, NY
- District Marketing Director - Minneapolis, MN
- Sales Representative - Houston, Texas