

DAVID ROBERT WOOTEN

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OPERATIONS AND MARKETING EXECUTIVE

Seasoned Executive / Entrepreneur with 30+ years of experience founding, managing, and growing companies through innovative sales and marketing campaigns, and streamlining operations. Versatile and flexible skill set in a range of supervisory roles across manufacturing, retail, technology, and consulting industries. Demonstrated track record of exceeding expected results and implementing process improvements that increase productivity and efficiency.

CORE COMPETENCIES

- End-to-End Project Management
 - Marketing Strategy and Promotions
 - Sales and Account Management
 - Budgeting / Forecasting
 - Financial Reporting and Analysis
 - Purchasing and Inventory Management
 - HR Administration
 - Website Design
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PROFESSIONAL EXPERIENCE

Co-Founder & Vice President, Manufacturing and Administration

2005 - Present

Global Building Solutions, LLC; Charleston, SC

Manufacturing and construction company selling Structured Insulated Panels to residential and commercial developers, and experienced in turnkey building projects.

- Establish overall objectives, policies, long-term strategic and financial goals, and operating plans for each business unit and functional group
- Evaluate key financial metrics and sales performance against established targets to measure progress and identify areas for improvement
- Cultivate client accounts resulting from all national and service representative-driven sales to expand relationship and increase sales (both individual and corporate clients)
- Manage budgeting, forecasting, account acquisition, and distribution strategy for all domestic product sales
- Serve as primary liaison to key service providers (attorneys / accountants) to assess business alignment to recommendations provided by advisory services
- Direct operations of all international divisions to ensure successful development of foreign manufacturing facilities; lead business development and market research activities in Saudi Arabia, Liberia, Gabon, and Haiti

KEY ACCOMPLISHMENTS:

- Expanded company focus from just exporting technology and training to Caribbean and West Africa, to selling homegrown products to domestic clients across Southern U.S.
- Sold projects or products in over 9 countries worldwide
- Managed development of \$15M 4-star hotel in Liberia for RLJ Companies (a leading hotel investment company); completed on-time with 1-year deadline from start to finish
- Acquired contract with RLJ Companies and Royal Caribbean Cruise Lines to build large manufacturing facility in Haiti
- Coordinated construction of manufacturing facility in Haiti with Rabya Companies

CEO / Creative Director

1994 - Present

9august.com; Charleston, SC

Graphic design and publishing company specializing in website design and maintenance, desktop publishing, and marketing collateral development.

- Successfully designed over 65 unique websites, logos, graphic artwork, and brochure for individuals, organizations, and corporate entities
- Retained as creative advisor for 40+ clients to maintain / update print and online marketing collateral based on new brand and product objectives
- Actively source new client accounts through targeted marketing strategy and business development activities

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Director of Sales and Marketing

2000 - 2004

Beverage Systems of America/Alpha 2 Omega Beverage Solutions, LLC; Little Rock, AR

Manufacturing and distribution company selling beverage equipment refurbishing products to major corporations.

- Established company-wide sales targets, marketing objectives, expansion goals, and operational policies
- Managed end-to-end development, production, and administration of all marketing materials including brochures, promotional pieces, in-house forms, and advertisements
- Established design and branding strategy for corporate website, and significantly expanded company's online presence by developing direct-to-consumer sales model
- Identified strategic trade events and effective advertising forums based on industry and customer analysis
- Implemented best practice direct and online marketing campaigns to increase sales to restaurants, offices, food service distributors, etc.

KEY ACCOMPLISHMENTS:

- Acquired contracts with Lipton, Sara Lee, and Superior Coffee through persistent business development efforts and creative sales strategy

Vice President, Operations and Business Development

1984 - 1999

Cheyenne Home Furnishings; Little Rock, AR

Leading supplier of lighting fixtures, accent furniture, and home décor products.

- Selected to establish and manage brand new West Coast office; recruited and supervised personnel, set-up HR and financial systems and processes, managed purchasing and inventory, and established standard governance procedures
- Entrusted to manage marquee Wal-Mart account; built strong relationships with buyers to sell complex lighting systems and increase sales through value-added services
- Conducted detailed forecast planning (re: sales and inventory) with high-profile retailers including Wal-Mart, Sam's Clubs, Kmart, Lowe's, Shopko, Home Depot, Costco/Price Club, and Ames to improve financial accuracy
- Improved supplier relationships in Taiwan, Hong Kong and Mainland China through introduction to new buyers and strong knowledge of product lines
- Facilitated registration of all copyright items with US Copyright Office to ensure product protection

KEY ACCOMPLISHMENTS:

- Helped company grow from \$2M to \$100M+ in annual sales during tenure with company
- Ensured new West Coast office was established and operational ahead of expected schedule
- Sales efforts helped company achieve numerous "Vendor of the Year," "Vendor of the Quarter" awards with Wal-Mart
- Restructured and transformed in-house Marketing Department from a service function to a strategic asset
- Accelerated promotion cycle: Assistant Purchasing Agent to Production Manager to Director of Purchasing

EDUCATION

North Carolina State University, Raleigh, NC

1982

Bachelor of Arts in Ancient Near Eastern History

- Graphics Editor, *The Technician*
- Illustrator, *The Agromeck*

TECHNICAL SKILLS

- Expert in MS Office Applications (e.g., Word, Excel, PowerPoint, Draw)
- Expert in QuickBooks
- Extensive website design and graphics experience using HTML, CorelDraw, Adobe Creative Suite