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# DAVID M. LETWAT

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## Director of Marketing Communications | Senior Marketing Executive

*Fanning the flames of strong brands to spread like wildfire*

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Energetic leader who uses both left- and right-brain thinking to build programs that resonate with global customers and generate significant revenue. Known for transparent and clear communications, marketing success strategies include:

- ♦ **Partnering with C-level executives to consistently elevate brands to #1:** Grew Bolez brand preference 300%—went from #4 to #1 within top 12 market leaders. Established Kanzer Tools as top 3 preferred brands in 4 new markets. Catapulted Viper to #1 selling consumer paint line nationwide.
- ♦ **Implementing innovative technologies to improve lead generation:** Added \$34M+ to pipeline by establishing marketing automation platform.
- ♦ **Developing comprehensive global metrics dashboard system to track KPIs:** Gained \$2M sale by evaluating campaign performance and redirecting marketing programs to optimize effectiveness in emerging market.

***“David understands the most difficult thing to prove and accomplish in business-to-business marketing – ROI.”***

– Missy Palmer,  
Managed David at Bolez, Inc.

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## INTEGRATED MARKETING IMPACT & RESULTS

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**BOLEZ, INC.**, Naperville, IL

2006–2014

#1 market leader of electrical and fiber optic interconnection systems. \$3.6B revenue. 36K employees. 100K products.

### **DIRECTOR, GLOBAL MARKETING COMMUNICATIONS**

Budget: \$7.2M. Reports: 17. Agencies managed: 18.

Developed and executed global go-to-market strategies to position company as premier interconnect solutions provider. Transformed department from reactive to a proactive unified global team.

**IMPACT – Shifted company perception to market leader—7%+ above competition.**

- ♦ **Brand Management** – Grew net promoter score (NPS) 4 points over 2 years to move from #4 to #1 brand in electronic components and interconnect solutions category.
- ♦ **Global Integrated Marketing Communications** – Decreased marketing spend 15% with implementation of international integrated industry marketing plan. Led multiple successful campaigns, including:
  - ✓ Increased commercial vehicle sales 247% (\$66M) within 18 months.
  - ✓ Skyrocketed CRM pipeline for mobile products 48% (\$7.8M to \$12.4M) in only 3 months.
  - ✓ Boosted organic growth of medical global business 27% in 1 year.
- ♦ **Content Management** – Cut content development time 50%, dropping from 8 to 4 weeks, and increased repurposing of existing content 500% with implementation of new global content strategy process.
- ♦ **Analytics** – Raised desired customer activity 64% by spearheading effort to develop marketing dashboards to track KPIs.
- ♦ **Public Relations** – Earned 4x ROI by developing first global media relations program across 16 countries.
- ♦ **Talent Management** – Identified key staff with 9-box evaluations to receive management training and mentored other staff through multiple promotions.

***“He provides crystal clear direction to his team, treats them as equals, and holds them accountable to the same exacting standards David holds himself to.”***

– Patrick Esposito, Reported Directly to David

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## INTEGRATED MARKETING IMPACT &amp; RESULTS CONTINUED

KANZAR TOOLS, INC., Chicago, IL

2001–2006

157-year-old manufacturer of professional hand tools. \$175M revenue. 1.2K employees. 2.5K products.

## DIRECTOR OF MARKETING &amp; COMMUNICATIONS

Budget: \$3.5M. Direct: 7.

Brought marketing team in-house and expanded more into retail environment. Attracted attention of Julia Roberts for leather tool bag where production could not keep up with demand.

**IMPACT – Moved Kanzar Tools into top 3 preferred brands in 4 new strategic markets after collaborating on development of first 3-year strategic marketing plan.**

- ♦ **Channel Marketing** – Gained \$8.5M in incremental sales across traditional and retail channels with strategic marketing promotions and award-winning POS merchandising programs.
- ♦ **Product Marketing** – Exceeded sales plan 58% for 20 new key product launches over course of tenure.
- ♦ **Brand Building** – Grew brand awareness from 0% to 40% in aviation market within 5 years and generated \$1.6M in incremental revenue from Indy Racing League (IRL) sponsorship program.
- ♦ **Customer Loyalty** – Crushed membership goals 50% within first year of implementing first-ever (and industry-first) customer loyalty program with continued 15% annual growth.

*“David’s organizational skills and attention to the many details kept it all working well, producing excellent results and coming in on budget.”*

– Adam Smith,  
Managed David at Kanzar Tools

## ADDITIONAL BRAND BUILDING CAPABILITIES

**Viper**, Marketing Manager (2 years) – Led American Tradition to #1 consumer paint line in U.S. by orchestrating joint venture program with Lowe’s and National Trust for Historic Preservation.

**Luna Lighting**, Manager, Marketing Communications (6 years) – Negotiated and launched cross-marketing partnership with Disney and Lutron Electronics, leading company to become #1 recessed and track lighting manufacturer.

**Jupiter Lighting**, Director, Marketing Communications (5 years) – Exceeded sales forecasts up to 140% and achieved #1 ranking in industry with marketing launch of new product lines.

**Farrell Manufacturing**, Manager, Marketing Communications (4 years) – Grew brand awareness 200% through \$1.3M national ad campaign.

## AFFILIATIONS &amp; VOLUNTEERISM

- ♦ **CMO Collective** (2010–Present) – Member
- ♦ **Business Marketing Association (BMA)** (2006–Present) – Co-chair Program Planning
- ♦ **Chicago Innovation Awards | Innovators Connection** (2012–2014) – Program Director
- ♦ **Frost & Sullivan Marketing World Advisory Board** (2004–2009) – Program and Content Advisor
- ♦ **Digital Collective** (2001–2006) – Member
- ♦ **Color Marketing Group** (2000–2003) – Executive Vice President, Board of Directors, Chairperson
- ♦ **Boy Scouts of America** (2002–2008) – Eagle Advisor, Adult Leader
- ♦ **Tri-City Challenge League Baseball** (2010–Present) – Manager

## EDUCATION

**B.A. in Visual Communications**, Northern Illinois University, DeKalb, IL