
DAVID M. LETWAT

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Director of Marketing Communications | Senior Marketing Executive

Fanning the flames of strong brands to spread like wildfire

Value driver with deep expertise in creating B2B and B2C revenue-building programs that align with global customer needs and utilize industry-leading technologies to increase brand recognition.

- ♦ **Partner 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.
- ♦ **Implement innovative technologies to improve lead generation:** Added \$34M+ to pipeline by establishing marketing automation platform.
- ♦ **Develop 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.”

– Tom Peters, Publishing Director,
Reed Business Information

INTEGRATED MARKETING IMPACT & RESULTS

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

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.

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

IMPACT – Established processes and automation to deliver more targeted information to prospects faster, create more qualified leads, and shift 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.
 - ✓ 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** – Developed first global media relations program across 16 countries and earned 4X ROI including \$2M sale.
- ♦ **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 he holds himself to.”

– Jim Jones, Marketing Manager at Bolez

Continued

 INTEGRATED MARKETING IMPACT & 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 & COMMUNICATIONS

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.

Budget: \$3.5M. Direct: 7.

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 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.”

— John Garrett, Senior Vice President Sales and Marketing, 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 & VOLUNTEERISM

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

 EDUCATION

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