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CHIEF SALES STRATEGY & INTEGRATED CONSUMER MARKETING OFFICER

Master of Business Administration, Bachelor of Science (*Journalism and Advertising*), **Chief Sales Strategy & Integrated Consumer Marketing Officer**, with more than 20+ years of multi-site leadership experience in building cohesive, cost-efficient operational cultures that generated sustainable revenue growth and net income objectives, managing business turnaround situations and conducting competitive market analysis for organizations ranging from **\$100 million to \$2 billion** in annual gross revenue.

Most recently, served for **9 years** as VP of Consumer Marketing for Swisher International, located in Jacksonville, Florida, with responsibility for managing a **\$98 million** operating budget and **7 direct/25 indirect** reports across **4 functional** areas that accomplished the following 3 items: 1) Achieved a company record high **\$969 million** in net sales (**8+% increase**); 2) Generated **\$498.6 million** in brand contribution over a **1-year** period of time (**15+% increase**); and 3) Created a product portfolio with more than **100+ SKUS**.

AREAS OF SALES/MARKETING KNOWLEDGE

Relationship, Consultative & Solution Selling | Consumer Marketing | Strategic Account Development | Building & Leading a High-Performing Salesforce | Creating a Shared Sales/Marketing Management Vision | Developing Go-To-Market Strategies | Managing all Phases of a Sales Lifecycle | Strategic Planning & Execution | Supporting Multiple Geographic Locations

CAREER HIGHLIGHTS

- **Achieving Multi-Million-Dollar Revenue Growth:** Directed all business development efforts for U.S. Smokeless Tobacco that included developing, maintaining, and expanding relationships with key customers, which represented **26%** of total company sales volume (**\$400+ million**) achieving a **2%** of market share gain and a **5%** sales volume increase over a **3-year** period.
- **Developing Brand Portfolio Marketing Strategy:** Entrusted by Swisher's senior management with creating highly competitive go-to-market brand portfolio plans that generated **\$498.6 million** in brand contribution and **\$567.8 million** in marginal contribution, which proved instrumental in exceeding plan **14.8%** and **7.2%** respectively, both organizational records.
- **Creating and Implementing a Business Process Transformation:** Designed, built, and led a future-state department model thereby transforming a stodgy **160-year-old** organization, Swisher International that encompassed establishing a wide-array of new processes, structure, roles, responsibilities, and workflow. Consequently, efforts increased overall company efficiencies, established teamwork culture, and drove a consistent company purpose.
- **Expanding Product Brands into Adjacent Categories:** Played a key role in introducing brands into adjacent categories for Swisher defining strategic positioning, go-to-market plans and promotions which added **\$63.9 million** in gross sales and **\$39.5 million** in marginal contribution over a **2-year** period

WHAT OTHERS SAY

"When there was a need to build something new for the organization or take on a re-build of a poor performing area, or just provide perspective and insights with new ideas, I would turn to Dave for that assignment."

...**John Miller**, President at Swisher

"Dave's leadership allowed us to transform a marketing department of individual silo groups, into a team of functional areas, each understanding their role and value with a clear understanding that our focus is on our brands and consumers. His ability to listen, make decisions while managing diverse personalities and perspectives is key to his effectiveness."

...**Pete Joca**, VP Strategic Planning at Swisher

KEY COMPETENCIES

Managing New Product Introduction | Multi-Million Dollar Budget Management | Achieving P&L Improvements | Conflict and Dispute Resolution | Formal Presentation Skills | New Product Rollouts | Leadership by Example | Multiple Project Management | Conducting In-Depth Customer Needs Assessments | Enhancing Brand Development | Achieving a Strong Closing Ratio

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

Swisher International ▼ www.swisher.com ▼ Jacksonville, Florida ▼ 2014 to Present

(An international tobacco company that has manufactured products since 1861 and ships 2+ billion cigars annually to 70+ countries)

Vice President Consumer Marketing (2018-2022) – Charged with transitioning a 160-year-old organization into a brand-centric mindset by employing cross-functional expertise and team building acumen that changed employee behavior. Scope of duties consist of managing 4 different departments (creative, marketing operations, brand strategy and digital team).

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- Established a detailed activity-based budgeting process for a \$98 million operating plan supporting all brands, which proved instrumental in increasing brand and margin contribution of 14.8% and 7.2% respectively.
- Established a rigorous process designed to select, manage and measure the ongoing performance of external agency partners that culminated with vendor consolidation, efficiency and operational savings of 25% over a 2-year period.

Vice President Sales Operations and Customer Service (2014-2018) – Primary duties focused on maximizing the sales and marketing platforms while supporting employees, elevating sales reporting and customer service from an influence and objective perspective. Additionally, managed a team of 15 employees.

- Remediated over 1-year period \$12 million of returned goods through increased efficiency and implementing new structured process, which proved instrumental in reducing automated returns to under \$3 million by implementing a wide-array of industry best practices.
- Built and led a highly competitive area sales force that included developing a new organizational structure, measurement and go-to-market strategies which achieved a 60% increase in product distribution, a 30% increase in gross sales volume and a 50% increase in market share over a 3-year period.
- Managed team responsible for building, delivering, and training the organizations new sales reporting system. Consequently, this new system enhanced productivity through greater functionality, data gathering and actionable insights.

National Tobacco Company, LP ▼ www.turningpointbrands.com ▼ Louisville, Kentucky ▼ 2004 to 2014

(A marketer and manufacturer of tobacco products in the cigar, cigar wraps, rolling paper, moist snuff and loose-leaf categories)

Zone Sales Director – Responsibilities focused on providing proven sales leadership and professionalizing that included organizing the sales force to better penetrate the marketplace and achieve greater market shares. Additionally, responsible for all profit and loss functions while managing a 55-person sales team located across 5 regions.

- Successfully produced sales growth of \$20+ million, due to leading new product initiatives in the OTP (Other Tobacco Products) category in a 28-state region.
- Developed over a 2-year period the architecture for newly formed sales force, encompassing territory geography, product prioritization/metrics, and instilled stronger business acumen. Subsequently, created a more credible and re-energized sales force.
- Designed and implemented comprehensive performance management system that measured competencies, skills and behaviors which drove consistent improved results.

PRIOR 2004 PROFESSIONAL EXPERIENCE

ATH ▼ Monsey, New York ▼ Senior National Accounts Manager ▼ 2002 to 2004

KPMG ▼ Montvale, New Jersey ▼ Senior Director of Consumer Markets ▼ 2001 to 2002

Priceline.com/Webhouse Club ▼ Stamford, Connecticut ▼ Director of Program Marketing ▼ 2000 to 2001

U.S. Smokeless Tobacco Company ▼ Greenwich, Connecticut ▼ Director of National Accounts ▼ 1984 to 2000

ACADEMIC CREDENTIALS & PROFESSIONAL DEVELOPMENT

Master of Business Administration, Lake Forest Graduate School of Management, Lake Forest, Illinois

Bachelor of Science, Journalism/Advertising, Arizona State University, Phoenix, Arizona

Leadership Development Program, University of Maryland, Leadership Development Institute, Landover, Maryland

Executive Development Program, **Syracuse University**, **Bantle Institute**, **Syracuse, New York**

International Business Management, Cambridge University, Cambridge, England

Consumer Marketing Program, Cambridge University, Cambridge, England

Consumer Marketing Program, Northwestern University, Kellogg School of Management, Evanston, Illinois

ENDORSEMENTS

"A true professional leader whose values of integrity, collaboration and teamwork drove his teams' purpose and success."

...Graham Purdy, SVP Sales, National Tobacco