

David O. McKay

3233 Fraser Street, Aurora, CO 80011 (303) 371-9180 mckayd@ldschurch.org

SUMMARY

A perceptive, quick-thinking, professional salesperson who succeeds through active listening to others. Has successfully authored and implemented sales training and marketing strategies for a national sales force. Excellent results and profit oriented problem solver, with the ability to work within multiple organizational lines for planning and implementing marketing and sales objectives.

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| • Closing Skills. | • Training. | • Team Development |
| • Leadership | • Public Speaking | • Customer Relations |
| • International Experience | • Goal Achieving | • Willing to Travel |

CAREER HISTORY

Vice President, Sales/Marketing

EWS Services, Inc.; Northglenn, Colorado

1995 - 2000

Provided leadership in the development of sales/marketing strategies for a new high tech wastewater technology. Selectively sold eight systems to target markets nationally, making it easier for customers to visit an operating site. Directly responsible for the establishment of a national sales force.

- Increased sales 160% over twelve months, establishing EWS as a leader in the “electro-coagulation” wastewater technology industry.
- Opened seven new sales offices nationally, providing new product and field training for over 20 sales representatives.
- Held national sales conference, gaining EWS a national identity. Expanded EWS internationally by completing a joint venture in Malaysia resulting in increased profits, technology awareness and credibility.
- Presented several seminars to state and federal EPA regulators, coast to coast, establishing recognition and acceptance of EWS Technology.
- Key player in advancing this business from a research and development stage to a nationally recognized environmental wastewater treatment company.

Partner/Owner

Home Source Real Estate and Investment; Provo, Utah

1989 - 1995

Provided leadership in the development of a real estate and investment land sales company. Hired and trained new sales agents. Authored and implemented marketing and sales strategies.

- Actively recruited and trained 10 sales agents, whose successful sales resulted in a 100% increase in profits over an 18 month period.

- Successfully directed the submittal of site plans to the Department of Planning and Zoning, for fast tracking through city council approval, which resulted in the completion of 3 successful land sales subdivisions.

Associate/Vice President

Hidden Valley Springs Rancho Inc.; Temecula, California

1985 - 1989

Provided a sales pace that was able to reverse a negative market trend that resulted in a three million-dollar profit to the company.

- Named salesman of the year as a multi-million dollar producer. Named Vice President in 1986. 1986.
- Established new sales office; successfully trained sales agents that resulted in a 50% increase in sales for the company.
- Expanded sales into a vertical commercial market that resulted in posting the company its largest profit on an individual sale.

National Marketing Director

Lufkin International; Lufkin, Texas

1980 -

1985

Provided leadership in sales/marketing that enabled the company to gain a national presence. Increased sales to over 3 million dollars per month. Established international relationships that resulted in profitable foreign expansion.

- Implemented new marketing strategies that resulted in company and product name changes that improved both company and product recognition.
- Increased sales over a 12-month period that resulted in a 300% increase in sales due to improvements made to marketing materials that allowed for a more rapid expansion of the company's distributor network.
- Co-authored sales and training manuals, video, and audio motivational tapes. Appeared on several radio talk shows increasing the awareness and need for the company's products.

EDUCATION

Utah Technical College; Salt Lake City, Utah

Associate Degree, Business Management

Professional Education

Professional Licenses: Real Estate, Insurance

Numerous Sales Proficiency Courses

Certificate in Marketing

References: Available upon request

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