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STRATEGIC EXECUTIVE-LEVEL MARKETING PROFESSIONAL

Seasoned results-oriented and performance-driven leader with expertise in both the analytical and creative disciplines of marketing, complemented with an extensive history in strategic planning, product management, demand generation, and brand awareness. Track-record of cross-functional collaboration, business & marketing intelligence, and innovative solutions that drive organizational growth.

Hands-on executive with core competencies including Marketing Strategy Development, Media Management, Brand Strategy, Digital Marketing, e-commerce, Social Media Marketing, Analytical Skills, Research, Web Development, SEO, SEM & Paid Marketing, Lead Generation, Marketing Automation, Customer Experience, Strategic Partnerships, Team Development, Effective Communication, and P&L Optimization.

EXPERTISE IN

- Developing transformative customer-focused strategies which grow market share, and nurture the customer buying lifecycle to improve sales conversions.
- Directing strategic roadmaps for expanding customer engagement, product awareness, lead generation, and digital performance marketing programs increase share of wallet and maximize profits.
- Driving marketing department modernization through resource development, cross-functional organization collaboration, and key partnerships required to implement innovative strategies.

PROFESSIONAL EXPERIENCE

DAC Group / Heilind Electronics / ICC / DB Roberts

Based in Wilmington, MA, Heilind is a \$1.5B distributor of electronic components and fasteners, operating more than 50 distributor locations across the US, Europe, and Asia.

HEILIND

ICC INTERSTATE
CONNECTING
COMPONENTS
A DIVISION OF HEILIND MIL-AERO

DB Roberts
Your Specialty Fastener Distributor

Director of Global Marketing & Communications

May 2021 – Present

Leads global marketing teams across the Americas, Europe (EMEA), Asia (APAC), and South America (Brazil). Marketing purview includes multiple companies/business units and customer bases including Heilind Electronics, Interstate Connecting Components (ICC), DB Roberts, Trek Connect, and Maverick Cables.

Global marketing teams support over 150 key suppliers and co-op marketing plans to bring manufacturer lines to market across all media channels.

- Led the creation of a 2-year plan that innovates and modernizes marketing strategy and operations including the development of integrated global marketing strategy based upon industry verticals, customer buying journeys, segmentation and personas, customer engagement, demand and lead generation, brand evolution, content marketing, marketing automation, global digital asset sharing, and co-op marketing planning and execution.
- Plan execution has positioned business units as the top-performing companies in each of their distribution industries as recognized by supplier partners, customers, and sales teams.

SRS Distribution

Based in McKinney, Texas, SRS is a \$6B distributor of building materials, employing more than 8,000 people, operating more than 50 distributor brands across 600 locations in 44 states.



Vice President of Marketing

September 2020 – February 2022

Led go-to-market strategies focusing on customer success. Areas of responsibility included digital marketing, e-commerce, brand strategy, customer experience, and product marketing — including websites, paid media, social media, customer engagement, customer buying journey nurturing, analytics, voice of customer research, sponsorships, marketing operations, and full marketing department budget oversight.

- Modernized marketing strategy, implementing marketing automation and customer performance analytics to inform decisions and become a data-driven marketing organization. *Decreased time to first purchase by customers by 58%, while increasing purchase frequency by 19%.*
- Key leader for customer acquisition and nurturing strategies and integration of a more aggressive customer engagement strategy into marketing and sales. *Improved share of wallet by 13% in 2021.*
- Drove requirements development and implementation of online material management platform, which accounts for 7% of total roofing revenue (\$300M).
- Developed creative strategy to rebrand company with contemporary image and brand position creating cross-generational appeal, aiding market share growth.
- Architected key lead generation program delivering customer loyalty and share of wallet through the development of a homeowners to contractor lead generation program that utilizes a custom lead funnel design, intelligent data integrations, and automated ordering. *Creating loyalty and advantage with customer-base.*
- Led cross-functional team to successfully execute highly-visible brand launch around NCAA Bowl game including TV & Radio media development, PR strategy, social media, paid media, and sales promotions qualifying 175 customers to attend in Las Vegas. *Produced highest grossing sales quarter in history of the company.*
- Increased marketing share through effective high-exposure programs in media strategy, brand awareness, and redirection of SRS' sponsorships and local marketing strategies toward a more aggressive posture. *Las Vegas Bowl, Daytona 500, Conference USA Basketball Tournament, Headline Customer Concerts at major trade shows.*
- Built marketing department structure to influence and support three divisional business units by recruiting and developing marketing team including Directors of Marketing, Creative Director, and Director of Digital Marketing while establishing key strategic partnerships with specialized external marketing agencies, supporting paid search, video and campaign buildout. Overseeing 21-person team.

EZ-FLO | Eastman

Based in Rockwall, Texas, EZ-FLO is a \$200M manufacturer and distributor of plumbing, HVAC, and MRO products serving more than 50,000 wholesale and contractor / trade customers nationwide.



Director of Marketing

November 2016 - September 2020

Led the digital transformation, focusing on the diversity and growth of online revenue generation, customer success, demand generation, performance marketing and analytics, while driving product information management. Responsible for the digital buying journey for online experiences, including merchandising, marketing, web & app development, and performance across owned e-commerce channels, as well as 3rd party e-retailers and marketplaces.

- Architected a transformative Digital revenue acceleration strategy growing e-Commerce business from 0% to 14% of total revenue in less than three years and introducing omni-channel integrated marketing programs, driving market share growth.
- Transformed traditional contractor-focused catalog / call center business to drive 39% of trade revenue through e-Commerce channels in 2019. *Improved gross margins by 150bps+ through price transparency and reduced labor of self-service, 24/7 ordering.*
- Led customer-focused strategy that changed the organization's approach to new customer acquisition, across wholesale and contractor channels, through the refinement of customer segmentation and persona develop and targeting, *increasing conversion rates by 27% in 2019.*
- Developed annual "Voice of the Customer" program strategy using continuous research into operational satisfaction and behavioral drivers, and analyzed customer expectations and needs to drive innovation and customer experience. *Increased NPS by 24% YOY through implementation of executive dashboards and cross-functional process improvement teams to address detractors.*
- Built a digital organization from the ground up, recruiting and developing talent to support new functions for the organization such as digital merchandising, demand generation, digital marketing, and product management / enrichment. Lead team of 15 across marketing and e-Commerce.
- **Awarded 2019 Home Depot "Online Partner of the Year"** for producing a 54% YOY increase in online sales on HomeDepot.com in the plumbing category.
- **Awarded 2019 "Employee of the Year"** for thought leadership, heart, and passion towards driving the digital transformation of the business and launch of the contractor e-Commerce ecosystem.

Baker Brothers Plumbing & Air

Based in Mesquite, Texas, Baker Brothers is a \$64M home services plumbing, HVAC, and electrical contractor. Servicing residential and commercial customers in the Dallas/Fort Worth area.



Director of Marketing

January 2014 - November 2016

Developed and led aggressive direct response marketing strategy to accelerate demand generation, brand awareness, and new customer acquisition in support of 3-year company growth goals. Responsible for all marketing activities, budgets and P&L ownership.

- Initiated program to overhaul of brand awareness customer touch points including corporate logo, vehicle wraps, website, print listings / ads, billboards and digital channels establishing brand management policies and brand strategy for future promotions.

- Developed a resource management platform — establishing strategic partnerships with external marketing agencies and partners to support accelerated growth strategy. Digital and Traditional agencies were engaged to support web development, social media SEO, SEM/PPC, content marketing and television and radio campaign development.
- Executed direct response campaign strategy using revitalized marketing foundation which generated over 4,000 services calls per month into the call center generating a 37% increase in revenue over the first 12 months.

Daltile Corporation

Based in Dallas, Texas, Daltile is a \$2B division of a \$9B public company (Mohawk Industries). Daltile is one of the largest manufacturer and distributors of tile and stone in North America, with over 300 company stores and thousands of independent dealers.



Senior Manager of Digital Marketing

July 2009 - January 2014

Transformed the organization's marketing around online and digital customer engagement through digital marketing & eCommerce innovation building the digital marketing department, as shared resources, in support of four distinct and competitive tile brands and ambitious customer engagement goals.

- Innovated and launched a global customer engagement program fulfilling the consumers need for inspiration and design ideas through web and mobile apps, as well as interactive touch screen kiosks in gallery showrooms and dealer stores nationwide.
- Launched four brand websites with over 15,000 SKUs and consumer design and visualization tools driving conversion in-store at tile, stone and gallery centers.
- Developed a commercial sample ordering portal for A&D customers, reducing operational loads on showrooms while increasing commercial job presentation of tile samples by 150% in first 6 months. Portal shipped 27k tile samples orders per month by month three.
- Architected online lead generation program, for channel partners, driving consumer leads to dealers through digital marketing strategy implementation growing participating dealer business by 35% YOY.
- Designed and executed global digital product information distribution platform with the use of QR code platform for over 800,000 tile sample boards. Allowed for the reduction in print materials and tracking of customer material engagements with lead generation capabilities.
- Recruited and developed a digital marketing team six, including of content writers, social media specialists, marketing manager, and product catalog specialists; employing external agency partners, as key resources for technical gaps in team structure.

BrandSavvy

Based in Denver, Colorado, BrandSavvy was a strategic brand consulting and design firm that helps organizations increase demand by building brand equity through research, analysis, and strategic planning of brand improvements and positioning.



Director of Digital Media

February 2005 - July 2009

Created and led digital team in consulting and development of digital marketing strategies and programs for clients that drove brand standards, brand awareness and increased brand equity.

- Guided the digital strategy for over 150 client projects across North America, including the Healthcare, Financial, Distribution, and Technology sectors.

- Directed the design and development of over 100 websites, intranets, and online brand tools integrating brand and positioning strategy that drove distinctive competitive advantages of each organization.
- Developed digital brand launch strategies for clients including online advertising campaigns, social media penetration and email communication. Driving an average increase in brand awareness by 51% over previous tactics.
- Productized the development of an “Online Brand Resource Toolset” that was the foundation of internal client brand standards, education, communication, and templated marketing materials that could be produced within a web-browser.

EARLIER CAREER:

Convexus Consulting (2001 – 2005)

Digital Marketing Consultant

Applied Theory (1999 – 2001)

Digital Project Manager

Luminant Worldwide (1997 – 1999)

Web Designer & Front-End Developer

EDUCATION

MBA — Master Business Administration (2003)

University of Colorado

BFA — Bachelor of Fine Arts (1997)

Louisiana State University