

DAVID WARREN

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SENIOR STRATEGIC MARKETING EXECUTIVE WITH BACKGROUND IN DIGITAL, PERFORMANCE & BRAND MARKETING AND SALES INTEGRATION

Mr. David Warren is an experienced marketing executive who brings a comprehensive data-driven perspective of the customer and who has developed numerous customer-focused strategies at his companies that maximize customer share of wallet, acquisition, retention, and profitability.

Mr. Warren's 25+ year track record of marketing leadership encompasses experience in digital marketing, advertising, brand building, as well as product promotion. Throughout his career, he has consistently created and implemented best-in-class marketing processes, marketing technology, and engagement methodologies, developing a track record of success for his effective marketing campaigns. He possesses solid understanding of market research and data analyzing skills, and has a capacity to develop and implement digital marketing strategies as well as a deep understanding of various business disciplines, and a high-level of proficiency in marketing automation and CRM software.

His expertise includes skills in developing and implementing effective campaign strategies including paid and social media, e-commerce revenue generation models, marketing technology frameworks, and customer nurturing automation. His career has spanned marketing consulting for Technology, Home Goods, Financial, and Healthcare companies, as well as working within the Entertainment and Building Products Manufacturing & Distribution industries. He has demonstrable successes in building brands and developing marketing teams from the ground up, using a hands-on approach combined with creative strategies to produce significant increases in revenue, while maximizing profits.

Mr. Warren provides a vast array of executive marketing leadership expertise including:

- 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

SRS Distribution



Vice President of Marketing

Mr. Warren's most recent position was with SRS Distribution, serving as Vice President for Marketing over the past 18 months. Headquartered in Dallas, and one of the fastest growing distributors of building materials in the country, SRS is a \$6B company that employs more than 8,000 people and operates more than 600 locations in 44 states across three divisions.

As VP, he led SRS's demand generation and customer strategies with responsibilities including paid media strategy and execution, social media, website development, customer strategy, loyalty & marketing automation programs, customer analytics, customer engagement events, tradeshow, and all marketing operations. For the 8 months that the Chief Marketing Officer position was vacant, Mr. Warren filled the role, reporting directly to the President and CEO.

During his tenure with SRS, he was the key leader for customer acquisition and customer nurturing strategies, spearheading integration of a more aggressive customer strategy into the marketing department, agencies, and media partners. He designed and modernized the marketing department structure, recruiting and developing the marketing team including the Director 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.

He also developed an annual Voice of the Customer and Net Promoter Score survey plan integrating customer segmentation and prioritization, conducted continuous research into operational satisfaction and behavioral drivers, and analyzed customer expectations and needs to drive innovation and enhance the customer's experience. Overall, he played an important role in driving SRS' earnings up by as much as 65% for four consecutive quarters in 2021.

EZ-FLO | Eastman



Director of Marketing & Ecommerce

Prior to joining SRS Distribution, Mr. Warren was the Director of Marketing and eCommerce at EZ-FLO / Eastman, a \$200M manufacturer and distributor of plumbing, HVAC, and MRO products serving more than 50,000 wholesale and contractor / trade customers nationwide. EZ-FLO was a privately-owned corporation.

He was accountable for divisional P&L, marketing, and market-penetration strategies across trade/contractor, eCommerce, and retail marketplace programs. He directed various innovative and profitable programs through a 10-member team.

During his nearly four years with EZ-FLO, he led a strategic collaboration to expand into new business areas, establishing numerous e-Commerce properties and apps, customer retention, and contractor marketing programs. Growing online revenue from \$400K to \$14M in three years his roadmap ,that

he developed and implemented, for the expanded online business grew 36% YOY in 2019, producing 39% of revenue. In 2019 The Home Depot awarded EZ-FLO “Online Partner of the Year” for producing a 54% increase in online sales. Additionally, in 2019, Mr. Warren was awarded Employee of the Year for his thought leadership, heart and passion towards driving the business.

Baker Brothers Plumbing & Air

Director of Marketing



From 2014 to 2016, Mr. Warren was the Director of Marketing at Baker Brothers Plumbing and Air, a \$35M privately-owned and family-operated home services company headquartered in Dallas, that operates 100+ services trucks across the Dallas/Fort Worth Metroplex. He developed and executed an ongoing direct response campaign strategy which generated 4,000 services calls per month into the call center generating a 37% increase in revenue over 18 months.

He used integrated campaign marketing approaches, leveraging search engine optimization (SEO), pay per click (PPC & SEM) media, website content lead generation, outdoor, traditional media listings, and television & radio ad campaigns to deliver on the direct response marketing demand generation.

Daltile Corporation

Senior Manager of Digital Marketing



From 2009 to 2014, Mr. Warren was employed by Daltile Corporation, a \$2B division of a \$9B public company (Mohawk Industries) headquartered in Dallas that is the largest manufacturer/producers of tile and stone in North America.

During his time at Daltile, he transformed the organization’s marketing through digital marketing & eCommerce innovation, before “digital transformation” was a term. He recruited and developed a digital marketing team of six content writers, social managers, and product catalog enrichment specialists. Employing external agency partners, new websites, commercial eCommerce portals, mobile apps and lead generation programs were developed and implemented that engaged and activated customers online.

BrandSavvy

Director of Digital Media



Prior to driving product marketing from within organizations, Mr. Warren worked in the marketing consulting sector, for 12 years, where he was a thought leader in how technology and creative align to produce innovative marketing solutions. He had the opportunity to work with over 150 organizations developing brand and marketing strategies and implementing marketing solutions that drove demand and generated growth.

EARLIER CAREER:

Convexus Consulting (2001 – 2005)

Digital Marketing Consultant

Applied Theory (1999 – 2001)

Project Manager

Luminant Worldwide (1997 – 1999)

Web Designer & Front-End Developer

EDUCATION & BACKGROUND

Mr. Warren is well-educated as he holds an MBA with concentrations in Management and Marketing Strategy from the University of Colorado. Earlier, he completed a Bachelor of Fine Arts degree with in Graphic Design & Marketing Communications, from Louisiana State University.

Mr. Warren has a long history of service to his community. He has been a volunteer in his home town city government of Heath, Texas for 13 years, serving on the Planning and Zoning Commission as well as the Board of Adjustment. He was on the Board of the Rockwall Education Foundation, a non-profit organization whose mission is to provide classroom grants to schools within the Rockwall independent School District.

Mr. Warren resides with his family in Heath, Texas, 20 miles East of downtown Dallas.

EDUCATION

MBA — Master Business Administration (2003)

University of Colorado

BFA — Bachelor of Fine Arts (1997)

Louisiana State University

COMMUNITY SERVICE

15 year history of service to communities in city government, school district, and neighborhoods.

Board Member — HOA Board — *South Park*

Littleton, CO

Board Member — HOA Board — *Buffalo Creek*

Heath, TX

Commisioner — Planning and Zoning Commission — *City of Heath*

Heath, TX

Board Member — Board of Adjustment — *City of Heath*

Heath, TX

Board Member — Education Foundation Board — *Rockwall ISD*

Rockwall, TX