

DAVID N.TOVMAOD

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GLOBAL MANAGEMENT EXECUTIVE

Core Sales and Marketing Expertise in Driving Businesses to Sustained Growth and Profitability

Optimistic business leader with extensive brand development success spanning a variety of consumer product brands and categories (Candles, Party Goods, Safes, Software, Sewing Machines, Engine Additives and Automotive Performance Aftermarket Products). Known for inspiring product development and licensing, operational expertise, insightful strategic planning, exceptional customer service solutions and original sales development initiatives. Management acumen derived from broad range of leadership positions within Fortune 1000 companies, start-up going public, private equity and serving on a host of boards. Bold collaboration, motivational problem solving and transparent communication are hallmarks of my commitment to customers, employees and ownership.

Negev Industries, Inc., Lorain, OH 1/07 - Present

A \$65 million leader in the automotive performance aftermarket business with ownership of several of the industry's iconic brands including ABC, XYZ, MMO and FGH, each designed, manufactured and distributed globally. Principal customers include AutoZone, O'Reilly, Pep Boys, Advance, Summit, Jegs, Keystone and Amazon. Owned by Aleph Bet Gimmel Partners, a private equity company.

Interim President (1/11 – Present)

In addition to holding role of VP of Marketing and Product Development, dexterously improved corporate financial performance, brand reputation and company morale. Resolutely guided all areas including manufacturing, finance, supply chain, human resources and sales – total staff of 160. Reported to ownership group directly during this period. Oversaw \$18 million dollar SGA budget.

- Exceeded EBITDA and direct cash flow targets for the year – highest company bonus payout in ten years
- Drove sales growth of 9% versus industry average of 2%
- Reduced inventory 11% year over year, while maintaining target fill rates
- Successfully created and presented three year strategic plan that was approved by ownership (first in five years)
- Crafted new comprehensive Hi-Po development program for selected employees
- Launched new line of patented engine additive products that were successfully placed at all mass channel automotive retailers with turn rate 32% greater than category average
- Elevated brand scorecard performance versus industry competitors by 16%
- Created a comprehensive training program with ROI measurement system for top 30 customers

Vice President of Marketing and Product Development (1/07 – Present)

Recruited to rebuild and energize the marketing, product engineering and R&D organizations – placing focus on brand development and new product growth opportunities. Overhauled marketing communications with hiring of advertising agency and expanded media buy focusing on TV and Digital outlets. Rapidly built internal e-business development team. Expanded racing event support to national footprint covering 155 events. Total department of 34, including eight engineers in China. Member of senior management team.

- Designed new e-business platform that included 14 sites and comprehensive architecture rebuild with robust commerce serving B2B and B2C customers across all brands
- Built innovative social media platform and mobile web tools including significant investment in SEO and PPC campaigns - delivering 8x site traffic growth
- Produced first for company research on consumer segmentation, competitive profiles and purchase behavior that resulted in brand repositioning and all new complimentary multi-media brand campaigns
- Created a consumer database expansion plan that grew database from 16k to 320k
- Successfully introduced unique consumer and channel catalogs for five brands annually
- Launched over 700 new products that delivered average of 17% growth year over year
- Applied for six design and utility patents in support of new product introductions

Uzi-Daled, Cleveland, OH 1/00 – 1/07

Daled is the global leader in the design, manufacturing and distribution of consumer sewing machines, software and related accessories with annual sales exceeding \$850 million. Principal customers included 1500 independent dealers, JoAnn's, Wal-Mart and Target. Owned by Meah Ahuz, a middle market private equity firm.

Vice President of North America (5/05 – 1/07)

Promoted into position to integrate business programs for Singer, Husqvarna Viking and Pfaff Brands - \$94 million in annual sales. Developed total staff of 67, including 32 sales representatives. Extensive travel throughout the America's and Europe.

- Strengthened sales, marketing, customer service, education services and product development organizations - owned P&L. Oversaw a \$26 million SG&A budget
- Constructed strategic plan for Martha Stewart co-branding program, creating a multi-channel launch with exclusive products, TV and print advertising through Martha Stewart Living Omnimedia and direct endorsement and customer engagement with Martha at Husqvarna Viking annual dealer convention
- Introduced industry's first global subscription based service solution for consumer software generating over \$650,000 in incremental profit in year one

Vice President of Baloney (1/00 – 5/05)

Recruited to turnaround Czech based business that was purchased out of bankruptcy. Managed eight sales representatives, four marketing associates and four educators.

- Delivered average annual sales growth of 11%, margin growth of 14%
- Conceptualized an award winning experiential mobile marketing tour with events in 250 cities, averaged 58k in sales per event
- Launched the most successful top of the line new product in company history – exceeded sales targets by 4x
- Inspired new dealer program that repositioned distribution network from 12% to 44% exclusive over a five year period
- Quarterly publication of consumer magazine "Creative" targeting home apparel designers and home décor specialists
- Increased category brand awareness 28% over two year period by initiating a cross marketing campaign with Ladies Professional Golf Association
- Member of global marketing team, responsible for brand guideline development

Creative Software, Buffalo, NY 1/98 – 12/00

A \$5 million dollar global e-business solution and software provider. Clients included Kodak, Fellowes, Jolt Cola, Timex, Dunlop Tire Corp. Agency agreement with Saatchi & Saatchi to assist in development of branding and positioning framework. Invented global commerce transactional architecture footprint for mid market companies. Negotiated partnership with AT&T and WorldPoint to commercialize delivery.

Vice President of Marketing

Recruited to company based upon working relationship with Secure Systems. Led all major client engagements including product and brand development, public relations, e-commerce, content planning and database marketing with 12 direct reports.

- Spearheaded fully functional corporate infrastructure project to support rapid growth
- Created e-business marketing plans for key clients with results ranging from development of alternative sales channels to international business development
- As part of ownership group, led all public relations efforts in taking company public

Secure Systems, Buffalo, NY 1/94 – 1/98

Market share leader in security container products. Primary customers included Wal-Mart, Lowe's, Home Depot, Office Depot, Staples and Target domestically and Carrefour, Castorama and Bauhaus internationally. Lowe's vendor of the year 1997. Annual sales of \$185 million.

General Manager – Global e-Business Solutions (3/96 – 1/98)

Selected by ownership to develop international e-commerce platform that delivered customized office organizational products through dynamic content and seamless transactional capabilities.

- Directed start up team in launching of global marketing and commerce solution with AT&T
- Successfully launched fully enabled sites in US, Australia, Japan, France and Germany in four month period
- Delivered sales growth of 29% in alternative channel segment and cut market costs 57% by going direct
- Award winning worldwide on-line customer support and customizable e-commerce
- Budget in excess of \$2.3 million with six direct reports, \$5.5 million business

Product Manager – Specialty Products (1/94 – 1/98)

- Devised new product platform in low cost security segment for mass channel distribution which resulted in 14% category sales growth, \$22 million business

Landmark, Kansas City, MO 8/86 – 12/93

World leader in the social expression category with annual revenues of \$4 billion.

Drive Period Marketing - Brand Management (8/92 – 12/93)

Promoted to reposition and transform Landmark brand in \$89 million mass channel seasonal category.

- Created innovative seasonal product and merchandising solutions targeting young moms and children's segment for Landmark shops and mass channel outlets. Delivered 18 new end caps that had comp store growth of 8% versus average decline of 5% in year prior.

Business Unit Manager – Specialty (10/91 – 8/92)

Promoted into position to deliver new product growth through existing market channels in \$64 million category.

- Drove development and launch of new candle brand that delivered 53% sales growth over a three year period
- Collaborated in first to market program with Wal-Mart in party goods category that generated \$39 million in business and evolved into the creation of a stand alone business
- Created new license program for sticker category in partnership with Disney
- Managed a team of 18 including artists, designers, marketing analysts, cost and inventory controller and field sales manager. \$10 million SGA budget

Cost Controller – Candles and Party Goods (3/89 – 10/91)

- Persuaded manufacturing facilities and purchasing team to develop alternative sourcing solutions and more efficient manufacturing processes including approval of \$380k of equipment purchases

Product and Packaging Engineer – Specialty (8/86 – 3/89)

- Partnered with business units, manufacturing and purchasing to create and test product and complimentary packaging solutions that delivered incremental sales growth across channels. Product category responsibilities for Albums, Candles, Stickers and Writing Papers

Kfar Galil, Harrisburg, PA 8/84 – 7/86

Global leader in electrical and electronic connectors and interconnection systems. Principal Customers included IBM, Allied Signal, GM, Ford and US Government. Publically traded with \$4.5 billion in revenue.

Packaging Engineer I

- Package engineering ownership from drafting concept to manufacturing integration. Plant liaison for connectors and cables at three facilities

EDUCATION

University of Kansas

MBA & MS/Information Systems 1991

Institute of Packaging Professionals

Certified Packaging Professional (CPP) 1986

MIT

Bachelor of Science – Package Engineering 1984

AFFILIATIONS/COMMUNITY

Board of Directors – Direct Response Forum 1996 - 1999

Organization created by and committed to serving employees of merchant organizations that process CNP (customer not present) transactions. Members include all major retail and online merchants

COO – Craftsman and Scribes Creative Workshop 1992 - 1996

Company developed children's creative television programming (Pappyland and Skinnamarink TV) and related licensing with distribution via The Learning Channel and PBS.

Big Brothers Big Sisters – Corporate Funding Committee

Big Brother of the Year – Cuyahoga County 2009

SPEAKING ENGAGEMENTS/ARTICLES PUBLISHED

Invited Speaker to Comdex, Event Marketing, Internet Commerce Expo, TS², Internet World, Direct Response Forum and various other industry conferences and business roundtables

Published in IoPP Technical Journal, DataBriefs and Buffalo Business Journal