

# David W. Keelan, MBA

## Skills Summary

- Finance • Market analysis • Business intelligence • Operational performance • Organizational development.

Demonstrated ability to successfully lead, coach, and develop diverse teams in highly competitive industries, markets, and fast-paced environments. Proven ability to determine and analyze an organization's requirements, identify opportunities to develop solutions for enhancing competitiveness, revenues, and customer service offerings. Experienced executive in the development of staffing, performance, market and sales territory development, compensation plan design and management. Accomplished in the creation of reporting that provides leading indicators of potential future performance, allows for business planning, and performance reporting.

## Professional Statement

Accomplished senior sales and marketing executive committed to ensuring excellent customer relationships, and processes a solid grasp of business fundamentals.

## Key Accomplishments

- Revenue growth of 19% year over year
- Exceeded enterprise fiber revenue targets by \$2 M by generating over \$6.2M in new annual revenue
- Led key customer relationships resulting in over \$2M in new revenue.
- Collaborated and led operations and marketing teams in managing a \$9M annual capital budget generating revenues of \$23M.
- Led 3 to 5 sales teams to successfully meet plans
- Business Intelligence: Utilized available data to develop reporting tools to track key leading indicators
- Strategic planner establishing multiple sales organizations, and reorganizing sales channels in a post merger environment.

## SELECTED COMMENTS AND RECOMMENDATIONS

"David is an exceptional leader"

"[David's] leadership and guidance helped me to achieve the unthinkable"

"Analytical and strong attention to detail"

"I have spent my entire career in sales and sales management and have often called upon David for advice on how to handle various situations including sales strategy, personnel management and career advice."

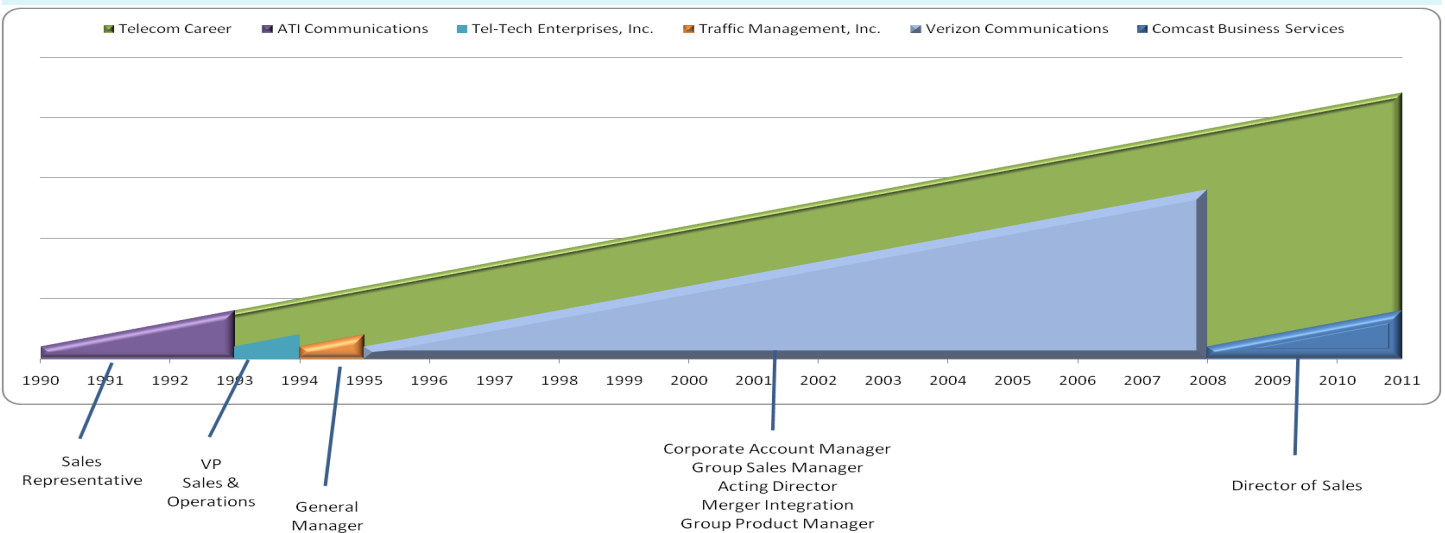
"[David] brought to the table a strong understanding of his business, an excellent sales approach and great attention to detail."

"A critical thinker and a great listener."

"David could always be counted on to meet or exceed expectations."

"One of David's best virtues is his commitment to sales process."

## Abbreviated Chronological Work History



## Develop and Implement Sales Processes and Methodologies

