

# DAVID ROBERT WOOTEN

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## MANUFACTURING OPERATIONS AND MARKETING EXECUTIVE

Seasoned Executive / Entrepreneur with 30+ years of experience founding, managing, and growing companies through innovative sales and marketing campaigns, and streamlining manufacturing operations. Versatile and flexible skill set in a range of supervisory roles across manufacturing, retail, technology, and consulting industries. Demonstrated track record of exceeding expected results and implementing process improvements that increase productivity and efficiency.

## PROFILE

Motivated self-starter with proven track record of results in small, medium, and large businesses. Accelerated spin-up for quickly mastering technology in a broad variety of fields. Demonstrated history of successful interaction with both fellow employees and customers. Work well as either an individual employee, or as part of a team.

## CORE COMPETENCIES / TECHNICAL SKILLS

- Extensive International Sales, Purchasing, Management
  - Manufacturing Facility Management
  - End-to-End Project / Account Management
  - Sales / Marketing Strategy and Promotions
  - Budgeting / Forecasting
  - Financial Reporting and Analysis
  - Extensive International Travel
  - Purchasing and Inventory Management
  - HR Administration
  - Website & Graphic Design
  - Expert in MS Office Applications (e.g., Word, Excel, PowerPoint, Draw), QuickBooks
  - Extensive experience using HTML, CorelDraw, Adobe Creative Suite
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## EXPERIENCE HIGHLIGHTS

### Transferrable Skills

- Management of all phases of manufacturing company, including startup of 40,000ft<sup>2</sup> facility, daily operations, budgeting, forecasting, account acquisition, HR and financial systems and processes, and distribution strategy for all domestic product sales
- Primary liaison to vendors and key service providers
- Directed operations of all international divisions to ensure successful startup and development of foreign manufacturing facilities
- Improved supplier relationships in Taiwan, Hong Kong, and Mainland China - new buyers and strong knowledge of product lines
- Led business development and market research activities in Saudi Arabia, Liberia, Gabon, and Haiti
- Established company-wide sales targets, marketing objectives, expansion goals, and operational policies
- Identified strategic trade events and effective advertising forums based on industry and customer analysis
- Implemented best practice direct and online marketing campaigns to increase sales to retailers, restaurants, offices, food service distributors, etc.
- Directed local account managers and independent sales representatives and developed sales leads
- Managed budgeting, forecasting, account acquisition, and distribution strategies for direct-to-retail product sales

### Key Accomplishments

- Managed marquee Wal-Mart account, as well as Sam's Clubs, Kmart, Lowe's, Shopko, Home Depot, Costco/Price Club, and Ames; built strong relationships with buyers to sell complex lighting systems and increase sales through value-added services, forecasting
  - Accelerated promotion cycle, through all phases of operations, from manufacturing to purchasing to marketing and sales/account management
  - Expanded company focus from merely exporting technology and training to Caribbean and West Africa, to selling homegrown products to small and large clients, both domestically and internationally, selling projects and products in over 9 countries worldwide
  - Designed unique websites, logos, graphic artwork, and brochures for numerous individuals, organizations, and corporate entities
  - Creative advisor for 40+ clients maintaining / updating print and online marketing collateral based on new brand and product objectives
  - Developed national contracts with Lipton, Sara Lee, and Superior Coffee
  - Helped company grow manufacturing / import company from \$2M to \$100M+ in annual sales during tenure
  - Achieved numerous "Vendor of the Year," "Vendor of the Quarter" awards with Wal-Mart and other national / regional retailers
  - Restructured and transformed in-house Marketing Department from a service function to a strategic asset
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## EMPLOYMENT HISTORY

CO-FOUNDER/V.P., MANUFACTURING & ADMINISTRATION; Global Building Solutions, LLC; Charleston, South Carolina  
FACILITIES DIRECTOR/SALES AND MARKETING; Beverage Systems of America; Little Rock, Arkansas  
VICE PRESIDENT, OPERATIONS/BUSINESS DEVELOPMENT; Cheyenne Home Furnishings; Little Rock, Arkansas

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## EDUCATION

NORTH CAROLINA STATE UNIVERSITY; Raleigh, North Carolina 1980  
Bachelor of Arts in Ancient Near Eastern History, plus 2 years' postgraduate work in same field

- Graphics Editor, *The Technician*
- Illustrator, *The Agromeck*

ONLINE GRAPHICS PORTFOLIO: <http://peridotpangolin.deviantart.com/gallery/?catpath=/>