

David W. Strausser

Business / Marketing / Sales / Strategic Planning

www.DavidStrausser.com

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Experienced in sales, marketing, strategic planning, business management, and committed to developing thriving personal relationships with customers while keeping in the forefront both the short and long term goals to generate revenue and longevity for companies. Some of my specialties include:

- International market experience; working from the U.S. and working abroad
- Account management and negotiation skills
- Proven leadership skills that are critical for team building
- Develop thorough business plans, including the implementation of the plan

LANGUAGES

Spanish; Fluent reading and writing

EXPERIENCE

Solutions XYZ, LLC

Director of Business Development

03/2013 – 08/2014

Solutions XYZ, LLC is a bi-national tech startup that launched BorderTraffic.com / LaLineaEnVivo.com projects using proprietary technology to change the way that people cross the border. This is a small company with 15 employees in the U.S. and Mexico. I headed the BorderTraffic.com division with the goal of making it profitable.

- Grew a bi-national tech start-up with \$0 income to a near profitable state with \$7,000/month in sales
- Held full operational responsibility for the business in Mexico that consisted of 7 full time employees, various contractors, and vendors
- Increased monthly regional website traffic from 20,000 unique visits to 242,000 unique visits
- Negotiated a \$120,000 total value contract with Univision Radio
- Built and managed partnerships with government entities like the Secretary of Tourism in Mexico
- Developed an advanced business plan for a bi-national tech startup considering the challenges of having a business in two countries, two cultures, two languages, and two different styles of business
- Worked hand-in-hand with IT departments to implement our services on their websites

Kodenshi America, Inc.

Sales Engineer - North & South America

04/2012 – 04/2013

Kodenshi America, Inc. is a sales office supported by a joint venture between the semiconductor and optical sensor manufacturers Kodenshi Corp. in Japan and AUK Corp. in Korea. This office works with engineers in its designated territory to deliver solutions for their products and offering full support from prototypes to delivery.

- Negotiated seven major international contracts for optical sensors and semiconductors
- Closed a \$500,000 contract for optical sensors with Vizio, which fulfilled annual sales quota
- Directed multiple teams of engineers about preferred implementation strategies of our optical sensors into their products which increased revenue
- Learned the inner workings of many devices from the semiconductor level upwards
- Improved operational functionality by creating my own database for CRM purposes

David W. Strausser Consulting

Independent Consultant

12/2009 – 04/2012

During this time frame, I was running my own business as an independent business consultant. Some of my clients included: PINT, Inc., MobileNow, iMobile, and Unlimited Marketing Solutions. These consulting jobs

typically consisted of going in and evaluating the current condition of the business in order to create a strategic plan that we would then implement in order to increase revenue and turn the business around.

- MobileNow: Increased sales from 60 new activations to 185 new activations a month in first 30 days
- UMS: By setting a uniform sales system, I was able to grow sales to \$70,000 a month from \$20,000
- Managed, coached, motivated numerous managers and sales reps for various companies
- Implemented technology as the key to cut costs and promote productivity for my clients

System Circulation Partners, Inc.

County Director

06/2007 – 12/2009

System Circulation Partners is a door-to-door sales company that works with local newspapers to increase subscription rates which in turn helps the newspaper increase their advertising revenues. This company had about 150 sales reps with about 10 managers.

- Managed a sales team with 12 employees
- Promoted to County Director (District Manager) position after 14 months
- Directly managed 3 managers and about 50 employees as County Director
- Responsible for ensuring that the county had reached their sales quota of 2,000 sales monthly
- Increased sales by 23% as County Director, increased company morale, set the company standard
- Created many of the marketing materials, promotional, and recruiting materials for our services

Strausser Contracting

Sales & Marketing Manager

04/2004 – 06/2007

Strausser Contracting was a small, family owned business that started in 1976. The company employed the owner and 4 other employees in rural Pennsylvania. My job was to convert the business from a small, local contractor into a regional leader in the roofing industry. We established ourselves as leaders in 2006.

- Increased revenue from \$120,000 a year to \$750,000 my final year
- Created a strategic sales plan that embraced technology in rural Pennsylvania
- Turned a small family owned business into a regional construction authority
- One of first contractors to have a web site and using pay-per-click advertising in a rural setting
- The first contractor in rural Pennsylvania to offer an online bill pay via the company's own website

EDUCATION**The Pennsylvania State University, University Park, PA**

Associates Degree in Information Sciences & Technology; Emphasis on Business; Honors Distinction

Cumulative GPA 3.73/4.0; Major GPA 4.0/4.0

Diploma obtained December of 2013

Professional Certificate in Information Sciences & Technology

GPA for certificate program: 4.00/4.00

Certificate obtained March of 2013

PROFESSIONAL AFFILIATIONS/VOLUNTEER WORK

Penn State Alumni Association – National (PSAA); current member

Penn State Alumni Association – San Diego Chapter (SDPSU); current member

Penn State World Campus Ambassador – Assisting new and prospective students transition to the University

TechChicas.com – Founded a social project to educate Latina women in technology