**David Kaminski**

1825 Cortez Ave ● Escondido, California 92026

(M): 440.537.1912 ● david\_m\_kaminski@hotmail.com

[www.linkedin.com/in/davidkaminski13](https://www.linkedin.com/pub/david-kaminski/6/86b/a44)

www.davidkaminski.com

**GLOBAL BRANDING, MARKETING, PRODUCT & PROJECT MANAGEMENT**

**Marketing Expertise in Driving Value-Based Solutions to Sustained Profitability and Growth**

Passionate marketing leader with a history of successfully creating and growing trusted & innovative global B2B product brands (Wattstopper®, Tetra®, Lumination™ LED Luminaires), as well as medical & surgical devices (GreenLight® PVP Urology Lasers, Evolve™ SLV lasers). Expert at new product launches, brand development & go-to-market strategies. Proven leader known for inspiring product development through dynamic collaboration, transparent communication and motivational problem solving.

I enjoy working with collaborative sales driven organizations that are willing to take bold moves to increase their market share by creating value and solutions with their products and services by differentiating from their competition.

Demonstrated achievements in the following areas:

|  |  |  |
| --- | --- | --- |
| * Strategic Planning | * Sales and Profit Growth | * Sales Strategy |
| * Brand Building | * Content Strategy & Development | * Sales Training |
| * Marketing Premium Products | * Digital & Social Media Strategy | * Project Management |
| * Channel & Direct Marketing | * Product Management & Development | * Brand Repositioning |

**Legrand,** Carlsbad, CA 1/16 - Present

*A global leader in the lighting controls business with ownership of several of the industry’s iconic brands including Wattstopper®. Principal Electrical Distribution customers include Graybar, Rexel, IMARK & Affiliated Distributors (AD).*

**Product & Channel Marketing Manager – Wattstopper** (1/16 – Present)

Recruited to lead & create sales strategy and marketing campaigns in the growing Electrical Distribution sales channel. Launched targeted training programs and marketing campaigns to strategic accounts in our top 15 target sales territories.

* Responsible for new product launches and managing the life cycle of 2500+ SKUs in the Electrical Distribution & OEM channels. Responsible for exceeding P&L budgets of $62M in the Electrical Distribution channel and $20M in the OEM channel. Developed sales programs to drive product acceleration and profitable growth in each of the channels.
* Awarded with a 2018 tED Magazine Best of the Best award for the creation of an Energy Code thought leadership digital program. The program simplified the message to 4 targeted audiences (Specifiers, Contractors, Electrical Distributors & Inspectors) in markets that energy codes were changing. Additionally, built & performed accredited in-person training programs for top markets where codes were changing. Created resources to accelerate adoption that can be found on Legrand.us/codesolutions. Target expectation is double digit growth in 2019 in states that have aggressive energy codes.
* Created training programs branded “SPACES” targeting Electrical Distributor Inside & Outside sales teams, as well as contractors on how to choose the right lighting controls technology for the right application space in a variety of complex Commercial Applications. Trained our direct and Agent network on how to perform trainings. Over 150 trainings were performed in 2018.
* Launched annual sales promotions to accelerate growth of new & focus products that resulted in $2M incremental sales growth annually.
* Drove Incentive Programs with top sales targets. Created unique marketing programs to support growth with top accounts. Annual sales growth resulted in $3M annually.
* Managed pricing for the Wattstopper Organization by providing competitive research and setting pricing strategies. Generated $8M of revenue with pricing increases to offset global tariff impacts in 2018-2019.
* Composed analytical market research to detail market trends from a variety of sources including in-person Voice of the Customer, Industry Reports (i.e. MDM & Cleveland Research Company), Epicor, Dodge & NEMA data. Leverage data to drive informed business decisions.
* Project lead in development of an annual Marketing Advisory Council, where elite Electrical Distribution Marketing leaders are brought together to share marketing best practices in the Electrical Distribution channel.
* Managed digital database warehouse (IDW) platform to amplify product messaging to channel partner e-commerce websites. Earned an industry best ranking of 99.7% accuracy in 2017. Implemented an annual audit and improvement process in 2018.

**GE Lighting,** East Cleveland, OH 11/07 – 12/16

*A global leader in the lighting business with ownership of several of the industry’s iconic brands including Reveal®, Tetra® and Lumination™ LED Luminaires each designed, manufactured and distributed globally. Principal customers include Target, Walmart, Marriott & CBRE.*

**Marketing Campaign Manager – Commercial & Industrial** (1/15 – 12/15)

Promoted to lead targeted sales strategy and marketing campaigns in Industrial, Manufacturing, Sports Arenas, Commercial Office, Commercial Bank & Hospitality industries. Launched targeted campaigns to strategic accounts after conducting extensive market research.

* Created comprehensive marketing campaigns that resonated with key personas by addressing pain points in targeted Vertical markets resulting in accelerated pipeline and sales growth. Managed a $600K budget.
* Launched an Agent Advisory Council, customer training & social listening campaigns to assist the development of our Multi-Generational Vertical Planning sessions. This program is designed to define the multi-year category and product strategies to determine new markets, application spaces and future product portfolios.
* Enhanced company brand by crystalizing the value proposition of a new service based sales model into a provocative and effective message. This new sales model is the leading tool that the GE Lighting Strategic Sales team is using for their new strategy with target goals of $259MM Revenue, $173MM in LED sales & 36% CM goals in 2015.
* Created the company’s first Content Marketing strategy by focusing on thought leadership and producing industry-specific web pages. Created content around topics GE Lighting could own. Repurposed material in email, social and media buy opportunities to drive new leads through the sales funnel. Content Campaigns increased traffic by 80+% & improved SEO traffic by 120+%
* Launched GE’s Intelligent Environments Predix® software platform at LightFair 2015. Messages focused on interconnectivity of the Internet of Things, Big Data, Connected Buildings, Intelligent Cities and Connected Homes. Announced partnerships with Qualcomm, Apple, the City of San Diego & Jacksonville.

**Vertical Marketing Manager – Commercial & Hospitality** (4/14 – 1/15)

Promoted to refocus and energize the strategic sales organizations in Commercial Office, Banks and Hotels – placing focus on targeted networking, market research, brand development and new product growth opportunities. Rapidly built industry-centric digital tools and Content Marketing Strategies designed to influence the customer brand experience with wise & creative marketing investments.

* Created business development programs with key industry partners (Trane, USG, CBRE). Maximized reach with collaborative campaigns and social media to increase brand awareness and product exposure in complimentary industries. Increased sales pipeline & database through lead acquisition campaigns by 30%. Improved share of voice in the marketplace to 12%, a 90%+ YOY growth.
* Developed the GE Advantage new sales business model by collaborating with the sales and marketing teams. This program offers turn-key service based solutions offerings, as well as capital financing for new construction and remodel projects.
* Leveraged media partners to host a series of educational webinars successfully addressing key pain points in targeted markets (i.e. ATM Safety and Lighting for Banks, How to Design Using an Integrated Ceiling for Interior Designers, Effectively Lighting Industrial Spaces to OSHA Standards).
* Hosted a series of networking and training events for prospective customers & channel partners at GE Lighting’s Corporate Headquarters – The NELA Park Lighting Institute. Leveraged trade shows & networking events to attract C-suite attendees in key markets with customized agendas for specific audiences. The result: $5MM+ revenue.
* Carefully targeted key customers through 6 Trade Shows, 9 Industry Networking Events and Advertising Campaigns, winning a “Readers Choice” award for best advertising campaign in Building Operating Management Magazine. LinkedIn leveraged hospitality digital campaign to beta their new advertising platform.

**Product Brand Manager – Tetra® and Lumination™ LED Luminaires** (11/07 – 4/14)

Recruited to transform brand development and new product growth opportunities. Promoted to lead the development team that organically built our newest and fastest growing global product segment, Indoor LED Fixtures, at a time of unprecedented economic instability. Responsibilities included a relentless focus on brand marketing, product development and training.

* Drove the development and implementation of commercialization strategies that result in increased pipeline & accelerated sales growth. Developed global marketing programs that resonate emotionally with customers and influenced their user experience. Built brand loyalty with creative & intelligent investments. Managed a $1.2MM commercial budget. Generated campaign response rates between 12% and 21% (up to 3 times the industry average).
* Led the global category roadmap and product positioning. Built the value proposition of the newly created Lumination™ Indoor LED Luminaire brand, and the commercialization strategy, positioning the segment & product line P&L for growth to $85MM in sales and 35%CM in 2014.
* Led a product line rescoping project in 2012 to realign the product line to be structured to accurately fit existing market needs. Collaborated with product development, industrial designers and technology teams on the design qualifications to remain competitive and have a differentiation strategy in the marketplace. Realigned the brand to launch a series of good/better/best products within each application space to fit the needs of the customers, improving market share by 600%.
* Launched between 8 and 15 new product line launches annually. Managed product portfolio for product line improvements.
* Spearheaded the 1st Product Line & Brand to beta new digital techniques such as gamification, demos, holiday promotions, application videos, contests and webinar trainings designed to improve customer loyalty. Programs drove traffic to our website resulting in attendance spikes by 800+%.
* Developed sales tools to help simplify sales support. Developed sales launch kits and training packages for internal sales, as well as industry channel partners. Developed technical digital programs to aid in the specification, BOM creation, lighting layouts & ROI calculations for project management teams.
* Developed two company website leveraging CMS systems. Participated in customer & channel partner discussions to identify customer needs. Devised SEO strategies based around specific keywords and customer vertical markets and industries. Integrated web design with our social media platforms.
* Produced & deployed media kits to trade publications for increased new product introduction visibility. Worked directly with customers to create case studies and video testimonials.

**ForTec Medical, Inc.,** Streetsboro, OH4/02 – 10/07

*The nation’s largest medical laser rental company specializing in surgical, ophthalmic, aesthetic and urological lasers. Principal customers included hospitals, physicians & surgical centers.*

**Marketing Manager** (4/02 – 10/07)

Responsible for the expansion of the company’s service area through a series of marketing and training campaigns while leveraging the latest surgical technologies. Developed the Company’s mission, vision & key initiatives to drive Corporate direction.

* Responsible for the execution of corporate image makeover and marketing strategy.
* Developed the marketing plan for company expansion, increasing the ForTec Medical service area by 75% and producing 200%+ financial growth.
* Created a series of events training physicians and clinical hospital staff on new technology and products, training 2,500 physicians in symposiums (averaging 50+ events nationally per year) accompanying the launch of 12 new surgical products.
* Organized a council of physicians to identify potential product improvements. Research was reported to manufacturing partners to improve product performance and clinical outcomes.
* Produced the Company’s 1st online training for physicians by broadcasting a live In-Office Urology surgical procedure.
* Implemented a national direct mail campaign with over 15 campaigns annually reaching 35 states, generating 30%+ increase in response rate. The result: increased brand awareness, positioning the company as the industry leader to our clients and manufacturing partners.
* Designed and implemented new corporate websites. Promoted web-based events through direct mail and email campaigns that increased online traffic by 500%.
* Developed corporate identities for ForTec Litho and ForTec OnSight, start-up sister companies, which included the design and implementation of new corporate brands and product and patient information.

**EDUCATION**

Mount Union College

**Bachelor of Arts - Communications** 1997

**AWARDS / PUBLICATIONS**

**tED Magazine** – Best Website: Code Solutions: [www.legrand.us/codesolutions](http://www.legrand.us/codesolutions). 2018

**IES** – Best Product: DW-311 0-10V Dimmable Dual Technology Occupancy Sensor. 2016

**Today’s Facility Executive Magazine** – Reader’s Choice Award: Best LED Lighting. 2015

**tED Magazine** – Best Product Launch: Lumination™ LED Downlights. August 2014

**Building Operating Management Magazine** – Best Advertising Campaign. 2014

**Today’s Facility Manager Magazine** – Best Lighting Fixture Supplier. 2014

**Building Products Magazine** – Best Lighting Fixtures Brand: Lumination™ LED Luminaires. 2014

**NGL Awards** – Lumination™ DI & IS Series. 2014. Lumination™ IP & EP Series. 2013

**Interiors & Sources Magazine** – Best Wall Covering: USG Pixels & GE Tetra® PowerGrid. 2013

**SSL Magazine** – Best Product: Lumination™ EP Series. 2013. Most Beautiful Application of white SSL: Tower Bridge. 2013

**Architectural Products Magazine** – Product Innovation Award: Lumination™ EP Series. 2012

**Published** in Huffington Post, Building Operating Management Magazine, Architectural Products Magazine.