

David W. Daack
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PROFILE:

Comprehensive experience in operations, including full P&L responsibility, change management, HR and budgeting.

Proven oral and written communications skills preparing and writing curriculum, responding to RFPs, sales contracts, customer response letters, job descriptions and memos; presenting to employees, clients and students.

Effective consultant, mentor, coach, trainer and teacher.

Experienced in the direction and management of projects.

Excellent understanding of technology and role it plays in building efficient and effective operations.

EXPERIENCE:

Clarke University (other school, universities and colleges) 08/2001 - Present

Adjunct Professor

Class Listing:

Elements of Writing	Introduction to Business
Composition I	Principles of Marketing
Composition II	Operation and Supply Chain Management
Organizational Communications	Business Communications
Marketing the Project	

TC Networks, Inc., Dubuque, Iowa

07/2010 - 11/2013

Director

- Consulted owners on business initiatives and provided strategic insight
- Managed special projects and was the PR, HR and business face of the organization supervising staff of 15 and managing P&L
- Hired two experienced sales executives to operation moving focus toward “owning” business and not “renting” business
- Reorganized operation to increase efficiencies by mentoring service manger and implementing sales to service to payment process and procedure
- Partnered with local bank establishing \$230,000.00 in line of credit
- Directed \$1 million in new bookings per year through direct sales - largest deal: \$3.5 million over five years
- Reduced telecommunications expense 30% by consolidating services

Kurtz Communications, Dubuque, Iowa

06/2009 - 07/2010

Regional Sales Manager

- Sold \$600,000 in MPLS, T-1, Fiber and other solutions to businesses
- Established and rekindled relationships with business to sell and/or provide leads

Pegasus/Epoch Insights, Galena, Illinois

08/2008 - 05/2009

Practice Manager/Director

- Managed two recruiters for this small, boutique recruiting firm
- Screened potential recruits, interacted with businesses to locate open positions
- Negotiated hiring fees and contracts with potential hires
- International work in marketing gathering competitive intelligence for Colgate, Proctor Gamble, Pepsi Co,

Eagle Point Software, Dubuque, Iowa

07/2006 - 06/2008

Sales Manager / Consultant Manager

- Supervised and developed seven inside sales representatives responsible for \$2 million in add on AutoCAD software sales
- Managed sales pipeline, provided necessary training and coaching on sales calls; closed deals as needed
- Directed team of 16 civil engineer/tech consultants and six administrative assistants
- Responsible for customer product training, sales and service support and internal administrative services
- Initiated a corporate wide SWOT analysis
- Developed a department mentor program

Rapid Communications, Morrison, Colorado

04/2005 - 04/2006

General Manager

- Directed operation of 30,000 subscriber organization, including HR, sales, customer service and media relations covering seven states and over 65 employees and \$12 million P&L
- Negotiated cable franchise agreements
- Established new offices for newly acquired cable system
- Finalized contractor installation and service agreements

Cebridge Communications, Kingwood, Texas

06/2004 - 01/2005

Area General Manager

- Responsible for \$24 million P&L, HR, sales, ad sales, vendor relations, customer service, warehouse, dispatch, engineering and construction
- Responsible for the organization of new operation area consisting of 75 employees
- Integrated four self managed cable systems into an area format
- Enhanced customer satisfaction by improving customer service and technical support, reducing response time for outages to four hours or less
- Created an area wide dispatch team reducing operation cost by \$150,000 yearly

Eagle Window and Door, Dubuque, Iowa

04/2003 - 05/2004

Inside Sales Manager

- Supervised 20 inside sales representatives and six members of the service crew including the service manager
- Reorganized inside sales team to integrate with outside sales representatives and client base positively impacting efficiencies of sales process increasing weekly orders to \$1 million
- Promoted one supervisor and six team leaders through the reorganization process
- Handled customer and partner issues that could not get resolved through normal process

AT&T Broadband

09/1994 - 08/2001

General Manager / Operations Manager / Product Coordinator / Marketing Manager

- Managed operation of three cable system offices across multiple municipalities employing 50 employees: customer sales and service, warehouse, engineers, technicians
- Directed \$12 million P&L and due diligence activity for sale of cable systems
- Handled all franchise negotiations with municipalities and programming decisions
- Coordinated cable system and operators for the rollout of digital cable and high speed data, in nearly 30 communities in Iowa, Minnesota and Illinois
- Managed project using Microsoft Project keeping launches on time and in budget
- Consulted and trained 15 general managers and 300 system employees on new product launch and preparation of new technology
- Co-managed capital budget of over \$100 million
- Responsible for all marketing in Iowa region of over 300,000 subscribers working with local ad agency to create commercials, fliers and other marketing pieces

EDUCATION:

Drake University, Des Moines, Iowa

MA Degree: Integrated Corporate Communications

Clarke University, Dubuque, Iowa

BA Degree: Communications

Northeast Iowa Community College, Peosta, Iowa

AS Degree: Manufacturing Management

TECHNOLOGY / COMPUTER SKILLS:

Excel, Word, PowerPoint with some knowledge of Publisher and Project; Keynote, Numbers, Pages. Basic iPad, iPhone and Mac product exposure; Quickbooks
Exposure to Quicken, AutoCad, BricsCad, Microstation and SMI