

# DAVID L. MARSDEN

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## CAREER SUMMARY

Senior marketing executive with a 25+ year background in building and repositioning leading corporate and international development organizations, along with entrepreneurial entities. Particular expertise in the use of digital and traditional marketing and advertising strategies to gain market share and improve profitability and in the use of teamwork to effectively implement strategic plans.

## WORK EXPERIENCE

1994 -  
Present

### **D.L. MARSDEN CONSULTING**

Principal S.F. Bay Area & Sacramento, CA

Consultant and entrepreneur responsible for starting and growing businesses in consumer products and business-to-business markets using strategic planning, team-building, and sales and marketing programs.

- Developed strategic positioning and product strategy for professional services startup that was instrumental to the success of two businesses currently grossing \$5-10M per year.
- Achieved consumer acquisition rates up to 48% above industry averages for five financial products by conducting primary research and preparing marketing plans using both traditional and digital media.
- Created e-commerce marketing plan for healthcare products company that reversed a five year decline in profits and doubled revenue in three years.
- Achieved #1 market position in three of four expansion markets in a three year period by restructuring a seasonal children's service business to a year round business and implementing a new marketing plan.
- Raised two years working capital for a software startup in a down economy by refocusing product and sales channels and customer niches.

1990 -  
1994

### **LEVI STRAUSS & CO.**

Senior Advertising Manager San Francisco, CA

Responsible for designing and implementing consumer marketing programs to build brand equity for \$2B Men's Jeans Division of Fortune 500 apparel manufacturer. Built department of 10 professionals, managed budget of \$70M, and oversaw multiple advertising, promotion, and design agencies.

- Maintained #1 apparel product position among 18-24 year olds for four years for Levi's 501 jeans.
- Coordinated marketing launch of major new product line, Levi's Loose jeans, with sales quickly growing to \$300M and awareness to 90% among the target consumer group.
- Led task force which recommended several successful new product lines and contributed to 33% sales growth in four years.
- Won 12 Clio Awards, including Ad of the Year, for innovative campaigns for Levi's Loose and 501 jeans.
- Streamlined business review, market research, and marketing planning processes reducing interdepartmental implementation time by 20%.
- Supervised a multi-division task force whose process was used as a model for a \$100M+ company reorganization.

- 1986 - **DHL WORLDWIDE EXPRESS**  
1990 Director of Marketing (1986-1990)  
Product Manager (1986-1989) Redwood City, CA  
Responsible for marketing plans and new business development for \$500M B2B domestic transportation business. Supervised four professionals and managed four agencies in execution of marketing plans (advertising, direct response, promotion, public relations).
- Spearheaded company-wide effort to focus on profitable low volume customers that produced 25% revenue gains among this group.
  - Executed new retail programs, including nationwide drop-boxes and a joint program with Mail Boxes, Etc., to cut 5% in operations expenses which contributed to 25% revenue gain among target businesses.
  - Received honorable mention for a Clio Award with new “flying vans” advertising campaign.

- 1983 - **THE CLOROX COMPANY**  
1986 Brand Manager - Olympic Stain U.S. & Canada (1986)  
Assistant Brand Manager - Olympic Stain U.S. (1984-1986)  
Brand Assistant - Clorox 2 Dry Bleach (1983-1984) Oakland, CA & Bellevue, WA  
Marketing Manager for \$100M Olympic Stain brand for Fortune 500 consumer products company.  
Supervised three marketing assistants and three advertising agencies (U.S., Canada, public relations).
- Reversed three year business decline by conducting research and executing business plans which significantly altered the target consumer and focus of \$20M marketing budget.
  - Identified major new product opportunity, deck stain, and directed branding and launch plans leading to \$150M Division’s most successful new product launch, exceeding plan by over 20%.
  - Generated retail sell-thru 2-3% over plan for \$135M brand by re-designing promotion plan.

- 1975 - **PEACE CORPS**  
1981 Associate Peace Corps Director & Regional Administrator (1978-1981) Fiji & Asia/Pacific
- Promoted from Volunteer, training contractor and budget management positions (Morocco, Yemen and Washington, D.C.) into a management position (Fiji) responsible for administration of 200 Volunteer program for the world’s premier international development volunteer organization. Supervised staff of five. Trained culturally diverse administrative staffs in 12 Peace Corps countries.

## EDUCATION

M.B.A., Marketing, Finance      **University of Chicago**, Chicago, IL

B.A., Psychology      **Maryville College**, Maryville, TN