

# David Finch

Senior-level technical marketing and business development professional dedicated to growing top-line revenue and driving customer acquisition.

## EXPERIENCE

### **Elevated Studio LLC — Highlands Ranch, CO**

Founder and Principal (Aug 2019 - present)

- Innovate content-marketing strategies, tripling my top-line revenue and gross profit in 3 years
- Create content-marketing and business-development campaigns driving customer acquisition, audience growth, and revenue for Tier 1 clients including Comcast, Disney, Netflix
- Awarded 3 corporate Master Service Agreements since 2020, including 2 Fortune 110 companies
- Created more than 1,300 long-form content assets since 2019, fueling 14 major product-launch campaigns in 5 years

### **Arrow Electronics, Inc. — Centennial, CO**

Content-Marketing Director (Oct 2018 - Jul 2019)

- Operationalized the global technical content-marketing organization, producing 1,100 content assets and achieving \$6M in top-line revenue, exceeding target by 20%
- Slashed content-marketing group's COGS and OPEX, boosting gross profit from 40% to 85%
- Introduced innovative technical marketing solution and built strategic customer relationships to achieve 29% YoY increase in top-line revenue with 35% increase in average selling price

Global Business Development & Technical Marketing Manager (Aug 2016 - Oct 2018)

- Innovated marketing strategies and high-ROI tactics for global semiconductors, electronic components, data centers / high-performance computing, and software, boosting top-line revenue by \$2M
- As trusted subject-matter expert on semiconductors and electronic components, directed new-product launch (NPI) campaigns with cross-functional teams comprising marketing, engineering, product, and sales

### **Newark element14 (Avnet) — Chicago, IL**

North America Technical Marketing Manager (Feb 2014 - Jan 2016)

- Implemented novel product-marketing strategies for semiconductors, passive and electromechanical products, and enterprise software, resulting in high-ROI campaigns
- As trusted partner to engineering, product, supplier, and marketing organizations, marshaled every available corporate resource to deliver splashy new-product launches every quarter

### **STMicroelectronics, Inc. — Schaumburg, IL**

Senior Market Development and Applications Engineer (Oct 1999 - Jan 2010)

- Architected and drove the business development strategy for ST's Home Appliance and Building Automation semiconductor portfolio, achieving 500% growth in design-win revenue over 6 years
- Relentlessly nurtured key relationships with customers and internal product, engineering, marketing, and sales champions to grow business-unit revenue by \$31.5M in 6 years
- Designed hardware and software platforms for digital and analog audio semiconductor applications, wrote presentations, application notes, white papers, and other sales and marketing collateral

## JUST FOR FUN

### **Simon & Schuster — New York, NY**

New York *Times* Bestselling Author & Speaker (Jan 2010 - Feb 2014)

- Author of the New York *Times* bestselling relationships memoir, *The Journal of Best Practices*, which has been re-printed 9 times and translated into multiple languages
- Published written work in the New York *Times*, Slate, Psychology Today, NBCUniversal, EETimes, EDN, Wireless Design, and others
- Appeared on ABC, CBS, CNN, NBC, Rolling Stone, The Howard Stern Show, O the Oprah Magazine, NPR's This American Life, The New York Times Modern Love podcast, People Magazine, Elle, and national media
- Presented talks about relationships and Neurodiversity to more than 100 major, live audiences since 2012

## EDUCATION

### **University of Miami — Coral Gables, FL**

Bachelor's of Music Engineering, Minor in Electrical Engineering

## RECOGNITIONS

- Corporate Award: "Going Above and Beyond the Call of Duty"
- Corporate Global Recognition: "Technical Excellence in Semiconductor Applications"
- Certificate of Competence in Semiconductor Fabrication
- New York *Times* bestselling author

## SKILLS

Market development, business development, technical marketing, content marketing, strategic relationships, sales enablement, cross-functional team leadership, semiconductors, engineering, Microsoft, Adobe, ProTools, writing, editing, content production, presenting, negotiating, closing, zero drama, team player, copywriting, web development, hardware, software, platforms, solution selling, design, video, podcast