**David P. Motekaitis**

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**General Manager**

**P&L / Sales / Operations / Marketing / M&A / Teambuilding / Key Accounts / Quality / Finance**

**Cost Control / Vendor Management / B2B / B2G / B2C / Kaizen, Lean, Six Sigma Green Belt**

Took over a small company and made it a market leader. Created sustainable revenue pipelines, market share growth and brand exposure. Controlled costs while keeping quality and customer satisfaction at peak levels. Strengths…

* **Recognizing and seizing emerging market opportunities ahead of the competition**
* **Winning and expanding key account relationships**
* **Unseating well funded, deeply entrenched competitors**
* **Responding quickly to upward and downward market shifts**
* **Maximizing sales**, **profits, market share and stakeholder value**

Successful in transforming underperforming individuals, departments and groups into highly productive, low-turnover teams. An effective communicator, negotiator and leader.

**History and Highlights**

**OWNER AND GENERAL MANAGER**

Far Western Graphics (FWG)

In 1995, became General Manager of this formerly small, flat organization., Developed and implemented an aggressive growth strategy. Upgraded and adapted technology to maintain competitiveness and market leadership. Developed and fostered a culture of dedication, teamwork and pride. Led sales department, selected vendors and created a top logistics team. Established customized manufacturing to meet customer needs.

**Transformed a small company into an industry leader.** Drove sales from $350K to $12M in 2016. Built a 100-employee team. Landed major commercial (Cisco, Apple, Google), educational (Santa Clara University, San Jose State University) and government (Government Printing Office, cities of San Jose, Fremont, Sunnyvale) accounts. Prospered during ups and downs of Silicon Valley. Sold company at a handsome ROI in 2016.

**Orchestrated acquisitions, opened new markets.**

* Acquired competitor Denevi Digital taking advantage of prior owner’s need to dispose of the business quickly. Increased gross sales $2.5M over five years on an investment of $250K. Opened up a new line of business converting videotape, film, slides, photos and negatives into digital format.
* Captured gross profit of $60K annually by acquiring House of Tabs’ book of business and all its equipment for $10K, then liquidating unneeded equipment for $15K, funding the acquisition.
* Grossed $28M over 14 years after acquiring Image Corp’s $900K book of business and a new product line for just $85K and investing just $1M for capital equipment over the same time period.
* Online Store: Added $2M gross sales per year by developing online presence for B2C and B2B sales.

**Controlled costs**

* Negotiated a five-year plate and equipment deal with Mitsubishi with machine value of $450K, saving excess costs of $575K over the contract term. Took advantage of economic conditions, negotiated for three years lease discount of 35% and subsequent four year discount of 40%.
* FedEx Ground: Scored highly-negotiated corporate rate for overnight and LTL freight at 8% above cost, rather that negotiating a deal with a percentage discount.
* Muller Martini System: Saved $250K in yearly outsourced bindery service costs by modifying a non-performing glue system in-house for only $35K.
* Mailing Equipment Purchase: Slashed $250K per year off cost of outsourced mailing services by investing $40K in mailing equipment.

**Forged strategic alliances, boosted profits**

* Joined forces with Mitsubishi’s Diamond Plate Division as a beta site to create a non-bake plate and extend the life of the plate. Logged total cost saving of $315K including energy, raw materials.
* Collaborated with Kodak to develop a new technology. Designed UWF (Unified Workflow). Purchased capital equipment and software from Kodak for $1.7M. Created workflow between all four products in return for a 40% discount on total cost plus three years of software maintenance and upgrades. Logged equipment and software savings of $680K and $30K annual savings.

**Won key accounts and bids including…**

* San Jose State University. Won a $1M competitive bid for five-year contract with infinite one year renew extensions and award of Tier 1 Vendor status despite being priced 10% higher than competition (San Jose State). Passed rigorous testing phase with the marketing and purchasing department at SJSU. Won the contract
* American Medical Systems division of Boston Scientific. AMS was having shortages in inventory and fulfillment in delivering to AMS production line in assembling pharmaceutical devices. Won a $470K contract after applying lean process and JIT inventory to handle customer’s inventory and fulfillment shortages. Earned renewal after AMS was acquired by Boston Scientific, because of excellence in production over the prior seven years.
* Safeway Branding Campaign “Ingredients for Life”: Won a Tier #1 Annual Contract awarded in 2005 and extended 5 times to print and distribute national Point of Purchase for all Safeway branding, realizing $ 9M in total contract value.
* GPO Federal (Government Printing Office):Negotiated Top 50 vendor contract printing award grossing $6.6M for 3 years.
* Siebel Corporation: Became Tier #1 distributor for CRM package for print and marketing: Handled logistics distribution for a 5 year $4,5M total contract.
* Bell Helmets: Served as a Tier #1 Print Vendor amassing over $6M in contract value.

**Responded to a key client’s crisis**

* Reproduced, changed pricing and re-shipped a $500K job in 48 hours on Point of Purchase displays after Safeway purchased 377 fuel stations and discovered at the last minute that Costco was going to underbid their campaign.

**Logged a handsome ROI for stakeholders**

* Created an exit strategy. In 2016, laid the foundation to sell the organization. Found a prospective buyer and negotiated the sale of the company to Medius (brand name, projected revenue, equipment). Secured full-time employment for staff.

More…

**Education & Training**

**School of Management and Strategy Institute**: current studies as Certified Kaizen Facilitator and Certified Six Sigma Green Belt. Certified in Executive Management

**Epicor Software ERP**:Printing & Packaging Software; Set up Workflow; Project Manage Installation of Complete Software Package – Sales, Estimating, Raw Goods Inventory, Finish Goods Inventory, CRM, Production, Automated Kanban Inventory, Shipping, Accounting

**We Bring It On, Inc**.:Sales Coaching; Assessment Skills of Sales Staff; Skill Development and Solutiob-Based Sales Culture Training And Reinforcement

**RocketPrint Software**:Online Storefront Software e-Commerce Solution; B to C Storefront; B to B Storefront; Custom Portals Design And Workflow; Job Sourcing; Automated and Custom Quotes

**Xerox iGen**:Press Interface System;Color Management**;** Advance Maintenance Level 2**;** Smart Press Production Consultant SPPC;Effective Production Management; Management and Estimate Cost Analysis for Print

**Kodak Nexpress**:SIC Press Evaluation for Printing; NMR Material Evaluation and Calibrate Timing; ASP Material Testing and Substrate Qualifications; Color Management; ICC Cluster Assignment for Calibration on New Material

**Associations & Community**

**California Youth Soccer Association**: Head Coach, Girls Soccer 17years

**Bellarmine High School and Presentation High School**: Donate and provide pro bono print and participate in annual black and white dinner fundraisers 8 years

**Monterey Bay Aquarium and Betty White Foundation**: participate in activities and championing the effort to save ocean wildlife; provided pro bono printing donations to assist with fundraising revenue for the foundation. 11 years

**Interests**

Play on two adult ice hockey teams, team captain on Rebels and assistant captain on Rampage. Run and hike three times a week. Participate in ½ marathons, full marathons or trail racing six times a year on average. Also race with both daughters and do outdoor adventure racing called Spartan Races.

Enjoy snowboarding, mountain biking, backpacking. Love the outdoors in California, spending quality time with my family and just enjoying each other.