

# DAVID LOWES

BUSINESS DEVELOPMENT EXPERT



## ONLINE

 [linkedin.com/in/djlowes](https://www.linkedin.com/in/djlowes)  
 [facebook.com/djlowes](https://www.facebook.com/djlowes)  
 [plus.google.com/+DavidLowesAus](https://plus.google.com/+DavidLowesAus)

## CONTACT

**2000 Post St Apt 443, San Francisco  
California 94115**  
t: 415 694 1679 | e: [djlowes@gmail.com](mailto:djlowes@gmail.com)

## EXPERIENCE

### Snappr

2016 - Present  
Sydney & San Francisco

#### ● *Head of Sales & Partnerships*

- Lead Snappr through Y Combinator as the fastest growing company in the Winter 2017 batch – 75% MOM growth, managing 3 x sales staff.
- Formed strategic partnerships with high volume enterprise clients including Airbnb, Groupon, Uber & Carsales.com. Personally managed the process from prospecting right through to writing and negotiating commercial agreements.

### Google

2016  
Melbourne & Sydney, Aus

#### ● *Contractor – Sales Capability*

- Facilitated workshops for Google Premier Partner companies on sales enablement and the digital media ecosystem (Programs listed on my LinkedIn profile).
- Rapid absorption coaching for Heads of Digital, Sales Managers and Account Executives at partner companies such as Fairfax Media, News Corp, Sensis & Carsales.com.

### eBrandz Australia

2014 – 2016  
Melbourne, Aus

#### ● *Founder & CEO*

- Grew startup from \$0 to \$750k in 18 months at ~40% net profit.
- Hired, trained, managed and coached >30 SEOs, Content Marketers Account Executives and Administrators.
- Directed all sales and marketing activity from small business to mid-market accounts.
- Managed >\$5mil advertising revenue.

### Sensis

2013  
Melbourne, Aus

#### ● *Digital Specialist/Sales Coach*

- Sales coaching for 20 media sales advisors across the Sensis digital product suite.
- Achieved significantly above 100% to target on \$10mil team revenue management before resigning.
- Subject matter expert on emerging products, conducting product and sales strategy workshops at team and site level.

### Sensis

2011 – 2013  
Melbourne, Aus

#### ● *Account Executive*

- Managed 1000+ SMB and enterprise accounts, targeted at \$1.09 of revenues managed.
- 1st year - Finished 189% to sales target, achieving the Sensis sales incentive trip in six months (record time within the business across all sales channels - #1 out of >1k sales staff). 2nd year - Finished 135% to target and achieved the same incentive trip (only worked 7 months through cycle due to promotion).

### City Apartments

2010  
London, Eng

#### ● *Logistics Manager*

- Coordinated complete inventory control for 156 serviced apartments, developed electronic information systems and maintained important stakeholder relationships.

## EDUCATION

### UC Berkeley

2017  
San Francisco, US

#### ● *Executive Program – Negotiation & Influence*

Graduated 2017

### RMIT

2010-2011  
Melbourne, Aus

#### ● *International Development – Master in Social Science*

Graduated with Distinction.

### Deakin University

2003-2007  
Geelong, Aus

#### ● *Bachelor of Commerce*

Triple major: Marketing, Management and eBusiness. Achieved Distinction average in all three majors.

## CERTIFICATIONS

*Introduction to Python for Data Science*

Microsoft - 2017

*Fundamentals of Neuroscience*

HarvardX - 2017

*Querying with Transact-SQL*

Microsoft - 2017

*Adwords - Fundamentals*

Google - 2015

*Cisco Certified Networking Associate*

Cisco - 2002

## INTERESTS OUTSIDE OF WORK

Social Psychology



Buddhism



Grassroot NGOs



Australian Football



Startups



Artificial Intelligence



Python



NBA



Growth Hacking



## SALES & MARKETING EXPERTISE

- Challenger (Sales)
- Google Adwords
- Hubspot
- Salesforce
- Content Marketing
- Growth Hacking
- Infusionsoft
- SEO
- Facebook Ads
- Hogan (profiling)
- Social Styles
- Zen Prospect

## REFERENCES

### Lisa Parnis

Sales Capability Manager - Google

**T:** 0408 410 367

**E:** lisaparnis@google.com

### Brent Nicholls

Digital Specialist and Sales Coach - Newscorp

**T:** 0478 728 588

**E:** brent.nicholls@news.com.au

### Michael Wilkins

Director – Involve Digital

**T:** 0410 108 523

**E:** michael@involvedigital.com

### Ed Kearney

Co-founder - Snappr

**T:** 0408 410 367

**E:** ed@snappr.co

### Stefan Kent

Technical Lead - Snappr

**T:** 0408 410 367

**E:** stefan@snappr.co