

# David A. Lancaster

## SUMMARY:

An entrepreneurial leader with over 3 decades of strong business development experience managing; operations, staff, sales, public relations, production, legal, accounting, and marketing for both start-up and established organizations. Excellent interpersonal skills have established strong and effective relationships in all aspects of business. Superb negotiation skills with a results oriented attitude, and a unique ability to analyze business models have resulting in a proven record of successful problem solving, business development, and generation of new opportunities.

P & L Management  
Budgeting and Expense Control  
Business Acquisitions and Mergers  
Strategic Financial Planning  
Contract Negotiations  
Productivity Enhancement  
Channel Development  
Key Account Management  
Strategic and Market Planning  
Foreign Software Development

Sales and Sales Team Management  
Business Development Negotiations  
Profitability Improvement  
National Marketing Campaigns  
New Business Development  
Consultative & Solution Sales  
Cost Control Programs  
Sales Forecasting  
Staff Development and Motivation  
Strategic Market Alliances

Business Systems Automation  
Manufacturing and Inventory Systems  
Wholesale Distribution Systems  
Accounting System Development  
Vendor Relations  
Software Development Management  
Software Product Design  
Team and Project Management  
Presentations and Training  
Marketing Programs & Design

## PROFESSIONAL EXPERIENCE:

### **PR Hub, LLC.** Jacksonville, FL (10/10 – present) **Partner/Owner**

Company offers development consulting to a niche construction industry (pipe restoration). Heavy focus on marketing and lead generation services, with the successful generation of over 600 million in quality leads working in all type of industries but with a focus on property management firms such as GGP (150B) and CBRE (250B). Business model has Contractor Partners paying a commission (typically 5-10%) on new revenue from PRHub projects.

- Management of day to day operations split evenly with a Partner.
- Created all Marketing Materials including; websites, brochures, videos, postcards, email messages.
- Supervised Sales Team, Office Staff, and off-shore technical resources.
- Organized National Trade Show participation.
- Traveled North America extensively for sales visits to generate partnerships.

### **Net Business Group, LLC.** Souderton, PA (9/10 – present) **Owner**

Company offers general Business Consulting, Business & Marketing Plan Development, advertising campaigns management and business expansion assistance. Provides small/medium sized businesses with Internet marketing (AdWords/SEO) and website services; PHP applications; WordPress CRM, Intranets, Project Management. Target, North American business, typically under \$50M in revenue

- Manage general administration, sales & marketing, and foreign development teams.

### **TWS Services, Inc.** Philadelphia, PA (11/01 – 9/10) **Managing Director/Partner**

Company offers general Business Consulting, Business & Marketing Plan Development, advertising campaigns management and business expansion assistance. Company also operates industry specific portals, as well as offering website development and related services for local businesses featuring ASP/PHP applications; CRM, Intranets, Project Management. Also operates specific vertical industry web development solutions.

- Manage general administration, sales & marketing, and foreign development teams.

### **Softline Software & Pastel USA** (Bought by SAGE Group in '03), Johannesburg, SA (12/98 – 11/01)

#### **President North America / Managing Director / Executive Vice President**

- Drafted a Business Plan to introduce a global accounting software product into North American, then negotiated the deal with a foreign global software corporation, (5th largest global accounting software).
- Drafted and built company's Internet products, services, and positioning.
- Created annual budgets and reported monthly financial results to the Board of Directors.
- Opened the office and managed all employee activities, sales, marketing, administration and financials.
- Designed sales and marketing programs to recruit new channel partners (125+ in first 12 months).
- Approached and visited over 30 software publishing companies across North America as acquisition targets.
- Negotiated multiple deals, then purchased three companies that held significant market share (40M).
- Managed combined operation with 4 locations, 135 staff, 20M revenue.
- Managed Marketing and Sales Departments on integration, training, structure, and PR campaign.

**MediaPath Technologies, Inc.** Philadelphia, PA., Mount Laurel, NJ & Jerusalem, Israel (8/96 – 12/98)

**President / Vice President Business Development**

Venture backed Israeli start-up, founded by one of Israel's largest software and Venture Capital Firms. Started as Exec. VP of Business Development then assumed Presidency after first year, answering to Israeli Chairmen. Utility software product sold primarily into Fortune 2000 and educational and medical market segments.

- A new concept in utility software that won Windows Magazine Utility Product of Year Award in 1996.
- Developed entire sales process by recruiting resellers and strategic business partners for the distribution of a network CD-ROM utility package.
- Held Full P&L responsibility to Board of Directors, as well as hiring and training sales team and managing outside telemarketing, PR firm, accounting, and legal relationships. Supervised staff across North America and Israel, traveling extensively.
- Developed product, company and Reseller/VAR marketing programs with a design to grab mind share from channel partners. Managed and closed the company's 2 largest OEM deals (1M+).
- Coordinated National Trade Show efforts (Comdex), seminars, and public speaking events.
- After purchase of company from parent, continued operations with a focus on the Internet.

**RAM Associates.** Blue Bell, PA. (12/91 – 5/96) **President/Partner**

- Operated a value added Reseller (VAR) of accounting software to retail/POS, distribution, wholesale, and light manufacturing companies. Worked extensively with the top commercial solutions targeted towards the SME and Middle Markets, (Great Plains, MAS90, ACCPAC, Macola, General Store) Deals were typically under 150K.
- Consulted with over 350 organizations in the selection and implementation of business software.
- Was main sales lead targeting distribution & manufacturing.
- Marketed and sold two vertical solutions; restaurant (fine dining) and medical office management.
- Managed sales, training, service, custom development, and telephone support departments.
- Grew company from a profit-financed start-up to over a 1.7 million and a staff of 20+.
- Implemented, supervised internal control procedures, and administrative responsibilities.
- Worked extensively with publisher to co-design inventory, manufacturing and purchasing modules.
- Provided consulting services specializing in needs analysis and system surveys. Results of surveys provided basis for recommendations of automated accounting and business management tools to increase efficiency and profitability. Client analysis included all phases of operations: prospecting and marketing; order entry, processing and fulfillment; inventory management, manufacturing; and accounting functions.
- Consulting engagement working with high-tech franchise company, managed recruitment and training.

**ASI Computer Systems,** Waterloo IA. (12/89 - 12/91) **Regional Sales Manager,** (NE USA & Eastern Canada)

- Responsible to market and sell a group of vertical market computer accounting software applications to the following industries; advertising and promotional distributors, business forms distributors and brokers, commercial printers, and product manufacturers.
- Provided supervision to telephone and direct marketing staffs.
- Conducted sales road-trips that included multiple on-site system demonstrations each day.
- Presented sales seminars with an educational format, using video and computer aids.
- Top Sales Manager for year to date gross profit, at time of leaving company.
- Left company due to a restructuring that would have required me to relocate to Head Quarters Iowa.

**The Logical Link Computer Store,** State College, PA (7/87 - 11/89) **President/General Manager**

- Structured a purchase of a computer retail business from what was then one of the largest PC Clone manufacturers, then assumed the position of President and 25% shareholder.
- Manage build a new, larger facility from site selection, through remodeling to Grand Opening.
- Managed operation; accounting, research, purchasing, service, sales and custom programming departments
- Developed an outside sales force that sold and marketed vertical market software solutions and specific hardware/network systems to various business markets.
- Doubled sales volume in first year.
- Exited business based upon a desire to relocate.

**Prior Positions/Work Experience;** Beverage Distributor Manager, Restaurant General Manager, Advertising Sales, Point-of-Sale System Sales, Business Operational Consulting.

**EDUCATION:** Penn State University, State College, PA; Business Curriculum