

David Di Meco

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Executive Profile

Resourceful product development evangelist with over 20 years of global experience establishing profitable business relationships between ambitious manufacturers and credible clients. Meticulous and driven relationship builder with an international contact network for designing, manufacturing, selling and consulting solutions in the furniture, home goods and accessory industries, with over \$500M in combined worldwide retail sales to date. Visionary sales and marketing guru with expertise in new product development, current line review, productive reasoning, team leadership and a business plan with sales growth to follow. Customer-focused team leader with an in depth understanding of workplace cultural differences between Europe, USA and Asia seeking to leverage background into a product development/design or sales and marketing role with a progressive organization. Bilingual: fluent in English and Italian.

Skill Highlights

- New market/business development
- Salvage languishing accounts
- Brand and territory management
- Top trade show producer
- Product life cycle management
- Customer relationship management
- Product design and development
- Thrives in poor market conditions

Core Accomplishments

- Drove profitability by managing and executing multi-level cross-market and territory sales.
- Executed sales and management of multiple profitable OEM lines for major international brands located in the US, Canada, Italy, Germany and China.
- Launched factory openings in Italy, Germany, Poland and China while training staffs on product management best practices to meet the demand of the increased sales created.
- Improved revenue by distributing private labels into big worldwide retailers while managing full-cycle sales and marketing solutions for mass merchants to specialty retailers.
- Optimized product-branding initiatives by altering same product packaging across multiple retailers to maximize profitability.
- Managed big box house accounts for Fortune 500 clients, including BJ's, Sam's Club, and Costco, while traveling with sales teams to ensure goal alignment for growth optimization.
- Gained a 23% response rate for over 13K worldwide contacts (8K domestically).

Professional Experience

Vice President

February 2013 to Current

Artie Garden International — Guangzhou, China

- Generate over \$38M in sales by effectively developing and designing new or modifying existing products, producing line and price sheets to ensure proper budget control.
- Create and train exports staff on protocol to ensure optimal productivity.
- Develop sales force, oversee national advertising campaigns and produce successful cradle-to-grave trade shows to maximize outreach.
- Earn \$2M for one item in Costco.
- Increase sales by opening an additional factory within one year.
- Sustain strong revenue gains despite a fiercely competitive and declining market, and cost increases.
- Cultivate relationships with customer base and uncovered new customer needs to identify opportunities while mitigating problems.
- Build sales organization from inception, conceptualizing and realizing strategic plan that allowed management to regain confidence and develop win-win solutions.
- Lead creative team for the FY13-FY15 catalog and sales collateral production.

Director of Frontgate Contract

April 2010 to January 2013

Cinmar — West Chester, OH

- Boosted sales by creating and managing Frontgate domestic contract division, while developing a sales team that led to generating 17 SKUs in promotional catalog.
- Averaged over \$10M in yearly sales for single product line.
- Spearheaded profitable cross-marketing and sales between the retail and contract markets.
- Established pricing structure and led sales and marketing team, while organizing and managing trade shows.

VP of Sales and Product Development

January 1998 to March 2010

Marga Sri — Vicenza, Italy

- Controlled the design, development, and marketing of a highly profitable Zero Gravity Chair, Euro Side Mount Umbrella, Euro Ironing System, Outdoor Daybed, Ultimate Balcony Set, and the Towel Valet products in Over 12 Countries.
- Achieved sales of over 300% (\$5M) within first three years and led the relocation and production establishment in China.

Director of Export North America

September 1996 to June 2007

Sun Garden — Neunkirchen, Germany

- Delivered over \$4M in sales within first three years by creating a strong sales network across multiple territories.
- Supported a new factory opening in Poland to meet increased sales and demand.
- Authored sales collateral and training material while leading QC team to create an after-market replacement parts program.

Education

Bachelor of Arts : International Business

Northeastern University — Boston, MA