

DAVID TALON

LATIN AMERICA

CLEANTECH / INTERNATIONAL MARKETING, MARKET ENTRY, GROWTH



- Broad-based global business experience in manufacturing in clean technology, IT, textiles and chemicals. Over 28 years' experience of international sales & marketing, and specialist expertise in international growth strategy and execution
- Extensive experience in South America and Mexico since 1986
- Developed and managed multi-country business growth and communication optimization projects in over 50 countries in Latin America, Europe, Australia & the Middle East
- Experienced in rapid development of new domestic and global distribution networks through agents, distributors or channel partners. Proficient in identification, development & management of strategic alliances
- Fluent in Spanish; basic knowledge of Portuguese, French and German.

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| 2014 - | AEA Advisors Ltd.
Director, Latin America Business, CleanTech, growth & business development strategies | Boulder, CO |
| | <ul style="list-style-type: none">• Focused on sourcing deals and funding for multinational projects including the Americas, Asia & Western Europe.• Lead regional research, competitive intelligence, deal generation and team building for project execution. | |
| 1991 – 2013 | iGrowth Strategies/Talon Associates International
Managing Partner | Colorado |
| | <ul style="list-style-type: none">• Develop & execute global business development strategies, plans & tactics for US tech companies and manufacturers to grow market penetration, sales volumes and profits• Conduct Sr. Executive product evaluation & market introduction trade missions for US and foreign companies seeking international expansion. Develop short list candidates and collaborated with company owners or senior leaders in partner selection process• Conduct multinational communications training to increase effectiveness, strengthen cross-divisional understanding and facilitate success | |
| 1998 – 2000 | The Humor Network LLC
Chief Strategy Officer | New York |
| | <ul style="list-style-type: none">• Developed, Recruited and Led Sr. Management team to write the financing business plan and created the strategy to successfully acquire \$7 million in private investor funding• Initially led Marketing and Business Development. Created initial marketing strategy and plan, which accelerated newsletter subscriber base from 200K to 3.5 MM in seven months. Launched and edited digital direct marketing industry newsletter for 2 years to build brand equity and gain deep competitive intelligence knowledge• Structured Human Capital department as VP – HR while firm grew from 6 to 47 employees in 1 year. Identified PEO methodology to provide outsourced HR to offer large firm benefits and compete aggressively for scarce labor | |
| 1994 – 1995 | Belding Hausman Inc.
Director, Global Strategy & Execution | New York |
| | <ul style="list-style-type: none">• Created change management initiative which included global business development plan, a streamlined international marketing strategy and identified training needs for 36 foreign representatives and internal staff• Conducted export process optimization review, restructured the global sales agency network and created a multi-lingual export operations team increasing sales volumes by 36% and net profits by 17% in subsequent year• Performed a global process audit of the order processing system to increase shipping efficiencies, reduce delivery times and minimize cancelled orders | |

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- 1986 – 1991 Courtaulds Fiber North America New York**
Director, International Sales & Marketing
- Conducted market research in Brazil, Uruguay and Argentina to develop models and create plan to prepare company for a \$50 million divestiture to local investment firm
 - Developed multi-plant distribution process map to rationalize shipping cost inefficiencies, minimize delivery delays, and increase division competitiveness
 - Reengineered order tracking system converting a paper and telex-based structure to a PC driven system. Resulted in a 28% reduction in customer service costs, increased customer satisfaction and higher accuracy in inter-company communications between each plant and their customer base
 - Day-to-day management and P & L responsibility for 26 foreign country representatives in the Americas, Asia, Australia and New Zealand. Worked closely with each team to create country specific business development and sales growth targets, new product introduction strategies, and regional marketing plans.

PROFESSIONAL MEMBERSHIPS and COMMUNITY INVOLVEMENT

- 2010 – 2014 CleanTech Open Rocky Mountain Judge Chair/Associate Judge Denver, CO**
Recruited team and executed 6-month Judging Process for National Business Accelerator for 50 regional Clean Technology companies to identify National Finalists
- 2010 - 2012 Angel Capital Summit Lead Coach Denver, CO**
Built and mentored a team of 45 Business Coaches
- 2009 - 2013 Second Wind Fund, Inc. Denver, CO**
Board of Directors, Non-profit dedicated to preventing teen suicide
- 2003 - 2008 Professional Coaches and Mentors Association San Francisco, CA**
Marketing Committee
- 1998 - 2002 Institute of Management Consultants New York, NY**
Vice President of Public Relations
- 1992 - 2005 Moore School of Business Columbia, SC**
2003 - 2005: Chairman, Graduate Alumni International Board Member & Global Social
1992 - 2002: Founder/President, New York Chapter, IMBA Alumni Association
- 1999 "Laser Satellite Communications" by Mott and Sheldon, Greenwood Press, 1999**
Significant research contribution on strategic marketing for Laser Satellite Communications Company resulted in book publication

EDUCATION

- 2004 B/COACH UNIVERSITY Mitchell, Nebraska**
Certified Coach - Developmental Coaching Model
- 1999 COLUMBIA UNIVERSITY New York, NY**
Executive Education Program - Marketing Strategy Business Simulation
- 1986 MOORE SCHOOL OF BUSINESS Columbia, SC**
MBA in International Business – Major in Strategy and Marketing
Minor in Latin American Geopolitics and Cultural Understanding
- 1985 EAFIT UNIVERSITY Medellin, Colombia**
Spanish Business Language Certificate
- 1978 UNIVERSITY OF MAINE, Orono, Maine**
B. S. in Business Administration - Majored in Marketing and Management
Graduated with High Honors

Core Strengths & Expertise

Market Research & Competitive Intelligence
Operations and Business Development
Global Growth Strategy & Implementation
Communication Strategy Development
Cultural Intelligence (CQ)

Partner Identification and Recruitment Operations
Strategic Planning
Human Capital Strategy & Execution
Program Planning & Execution
Foreign Language Capability

Industry Exposure

Technology Products & Services
Automotive OEM & Aftermarket
Textiles Raw Materials & Soft Goods

Medical Technology & Devices
Banking and Finance
Telecommunications Services

Functional Exposure & Experience

Global Business Development & Market Entry
Chief Strategy & Operations Officer (Startup)
Senior Sales and Marketing Executive

Company Founder & Principal
Senior Strategic Account Management
Global Operations Management

PROGRAMS & PUBLIC SPEAKING

- ❖ **eWeek Online Article entitled:** "Going Global: Finding Your Perfect Partner"
 - ❖ **"Ethics in Consulting"** Hosted panel discussion of consultants highlighting IMC Code of Ethics to assist corporations with ethical business practices issues in consulting
 - ❖ **Keynote Speaker:** ISP XChange Conference, New Delhi, India
 - ❖ **"Convergence and The Change Ahead – From Monopoly to Open Competition"**
 - ❖ **"Chile & Argentina: Engines of Growth for Latin America"** Organized a panel discussion of Americas specialists for the Global Business Association (GBA)
 - ❖ **"Effective Use of Executive Search Consultants as a Career Management Tool"** Co-created & organized panel discussion and negotiated Citibank reception sponsorship
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Representative Projects:
(Abbreviated list)

PROJECT TYPE	CLIENT/PROJECT	FEATURES
Int'l Partner Development Identify Distribution Channels Create Competitive Profile	IMS Medical Systems Software, Hardware and Services New York, New York	Recruit & Select Distribution Partners Rank & Prioritize Market Entry Timing Execute Product Launch Strategy
Business Growth Strategy Determine Distribution Channels Develop Competitive Profile	MTC Telecommunications Corp. International Sales Division Petaluma, California	Identify & Recruit Distribution Partners Establish Market Entry Priorities Product Launch Strategy Coaching
US Product Launch Research Assess Market Potential Identify Distribution Channels	Toyota Motor Corporation University of Toyota Torrance, California	Interview Potential Alliance Partners Automotive Financial Training Product Develop Market Entry Strategy – Banking
Client Satisfaction Survey Identify Primary Stakeholders Design Survey Structure	Certpoint Inc. eLearning Software Development Roslyn Heights, New York	Serve as Senior Relationship Manager Interview 63 Fortune 50 Executives Develop Recommendations & Strategy
Product Launch Initiative Recruiting, Interviewing, Selection 400 Member Candidate Pool	Toyota Motor Corporation University of Toyota Torrance, California	Led 6 Member Project Management Team Create Curriculum & Gen Y Sales Training OEM New Product Launch – Scion Mark
Market Analysis & Strategy Consumer Marketing Studies Product Planning Review	General Motors de Mexico Marketing & Product Planning Mexico City, D.F., Mexico	Created Competitive Intelligence Manual Training in Market Research Techniques Supply Chain Inventory (600 suppliers)
Global Business Growth Structure Int'l Operations Develop Channel Strategy	Belding Hausman Inc. Manufacturing Firm New York, New York	Develop Distributor Selection Parameters Recruit & Select 4 Regional Directors Create Country Specific Marketing Plans
Startup Company Growth Recruit Management Team Led Business Plan Creation	The Humor Network LLC Chief Strategy Officer/VP Marketing New York, New York	Raised \$7 Million in Outside Capital Built Team from 6 to 45 Employees Developed Product Launch Strategy
Process Improvement Study Analyze Inventory Procedures Create Study of Product Flow	KDA White Knight Distributors Automotive Aftermarket Distribution El Alhambra, California	Map Ordering & Shipping Processes Establish Internal Controls Reduce Inventory Holding Costs by 34%
US Market Entry Research Identify 10-12 Prospective Clients Research Potential Channels	Warnfield Partners Ltd. Technology Investment Firm London, England, United Kingdom	Create Research & Market Survey Tools Conduct Potential Client Demonstrations Detail Prospect Suggested Adaptations
Process Mapping & Training Assess Internal Procedures Co-create Desired Future Map	Union Bank of California Headquarters Operations Center Los Angeles, California	Conducted Staff Personal Interviews Mapped Existing Internal Procedures Replicated Interviews for Cross Verification
Mexico/South America Entry Host Dedicated Trade Mission Develop Intl' Marketing Plan	Lowe Alpine Systems, Inc. Manufacturing Firm Broomfield, Colorado	Conducted 2-week Product Introduction & Senior Executive Market Visit (5 countries) Interview & Select Distribution Partners