

# David Brannen

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## PROFESSIONAL SUMMARY

Business leader with 16+ years of experience building teams, launching products, growing revenue and maximizing the P&L. Created two products that now generate \$45M annually and currently manage a multi-state operation with \$4M in revenue. Skilled at spotting market opportunities, building things from scratch, and leading teams to deliver results.

## PROFESSIONAL EXPERIENCE

### **BOOSTER | choosebooster.com**

**General Manager** | 2016 - Present

Lead business unit operations across 51 market areas spanning 16 states, with full P&L responsibility and strategic oversight of client relationships, team development, and revenue growth.

- Manage \$4M in annual revenue and \$2.3M in gross profit, consistently meeting or exceeding financial targets
- Lead and develop team of Account Managers, fostering culture of accountability and high performance
- Direct sales strategy and execution, generating \$400K in new sales revenue over past 6 months
- Serve approximately 290 clients annually, maintaining strong retention rates through consultative relationship management
- Collaborate cross-functionally with product, operations, and training teams to ensure service excellence and client satisfaction

**Director of Product** | 2013 - 2015

Spearheaded development and launch of two new product lines that transformed company's service delivery model and growth trajectory.

- Identified market opportunity through client research and competitive analysis, building compelling value proposition for remote service delivery
- Led cross-functional collaboration with clients, internal teams, and field operations to design, test, and launch new products

- Created comprehensive go-to-market strategy including sales materials, training curriculum, and fulfillment processes
- Delivered products that became company's fastest-growing segment, now representing 70% of client base and \$45M in annual revenue
- Established scalable operational frameworks that enabled geographic expansion without proportional cost increases

### **Client Consultant** | 2009 - 2013

Provided strategic consultation and hands-on support to school partners executing fundraising campaigns, building strong client relationships and driving program success.

- Successfully launched Houston, TX business unit, establishing market presence and building client base from ground up
- Consulted with clients on campaign strategy, execution planning, and best practices to maximize fundraising outcomes
- Delivered exceptional client service that generated referrals and contributed to company's geographic expansion
- Developed deep understanding of client needs and pain points that later informed product innovation initiatives

## **KEY COMPETENCIES**

**Strategic Leadership:** P&L Management | Business Development | Sales Strategy

**Product & Innovation:** Product Development | Market Research | Go-to-Market Strategy

**People & Operations:** Team Leadership | Talent Development | Cross-Functional Collaboration

**Business Acumen:** Revenue Growth | Client Relationship Management | Financial Analysis

## **EDUCATION**

**Master of Business Administration (MBA)** | Business Administration  
Kennesaw State University

**Bachelor of Business Administration** | Business  
Auburn University