

# DAVID CATALANO

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## Summary

- More than 7 years of experience in management and employee development.
- Over 9 years of experience in the Technology, Internet, and Advertising industries.
- Effective leader and manager; skilled in recruiting top candidates for key positions and delegating appropriately to create a productive and cohesive team environment with a winning corporate culture.
- Experienced creating business plans, doing road shows and selling ideas to secure venture capital funding.
- Self-motivated individual with a deep drive for personal and professional growth.
- Experienced in sales at the Director and VP level including new business and relationship management.
- Analytical and detail-oriented, able to identify and implement process improvements that increase accuracy, consistency, and efficiency while managing costs with realistic expectations for future growth.
- Experience in creating effective information systems built upon tried and true business processes.

## Professional Experience

Exemplum, Inc. (formerly Nueweb Interactive), Blacksburg, VA

Interactive Advertising Agency focused on the creation of online product demonstrations to help companies launch, sell, and support their products. Exemplum's client base consists of Fortune 500 companies including Best Buy, Circuit City, T-Mobile USA, Canon, Hasbro, and Verizon Wireless.

President	2004 – present	Board of Directors	2000 – present
Chief Operating Officer	1999 – present	Board Chairman	2000 – 2003

### Corporate Management and Planning

- As President, increased cash balance from \$4,000 to over \$500,000 in less than one year.
- Pushed the company's profit margin to 30%, up from 6% in 2003, and increased cash flow by \$800,000 from the previous year.
- Cut expenses by 20%, shifted expense structure from fixed configuration to more variable.
- Focused the company on core business segments, with an orientation to serving the customer.
- Achieved 100% growth in the company's core customer base and expanded business opportunities within the current base of customers.
- Managed the company based on realistic growth forecasts and established consistent growth and stability.

### Sales & Technical Sales Support

- Performed technical sales role in face-to-face customer presentations.
- Lead sales person and POC for several of the company's largest Fortune 500 customers selling at the director and VP levels.
- Primary author of all key proposals to customers. Utilized solution selling methods to custom tailor every proposal to the customers needs (sample available upon request).
- Initiated and improved company relationships with strategic partners in the US and Europe.

### Information Technology and Business Process Management

- Implemented production and design processes to systematize key areas, leading to increased profit margins.
- Developed systems that streamlined business operations and workflow built around the new processes.
- Implemented a project monitoring system to record and analyze costs leading to better management of human capital, increased profitability, and quantitative methods for evaluating employee performance.
- Created a real-time reporting system for interactive content allowing customers to have insight into the sales channel and customer behavior.
- Managed the planning and rollout of various value added services in an Application Server Provider model.

DC Publishing Co. LLC, Fredericksburg, VA

Interactive Advertising Agency catering to small and medium size businesses in the Northern Virginia area. DC Publishing consults to companies of various industries and provides website development and hosting services.

Owner / Operator 1996-1999

- Performed admin and development functions; acted as technical sales to a commission-based sales person.

## Education

B.S. Finance, Virginia Tech, Spring 2006 – pending completion of 3 additional Finance classes.

Dale Carnegie Graduate, Spring 2005