





DAVID STRAUSSER

SUMMARY

Experienced in sales, marketing, strategic planning, business management & development in the tech industry. I am committed to developing thriving personal relationships with customers while keeping in the forefront both the short and long term goals to generate revenue and longevity for companies. Some of my specialties include: international marketing, account management and negotiation, team building, business plan development and implementation. I have the go above and beyond attitude and find creative solutions for present challenges.

CONTACT

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PROFESSIONAL EXPERIENCE

Vision33, Inc.

12/2015 – PRESENT

SAP Business One Sales Engineer - Los Angeles

I am experienced in sales, marketing, strategic planning & execution, business development and management in the tech industry. I am fully committed to developing thriving personal relationships with customers that turn into mutual growth partnerships. Reality is that my specialty is in finding ways to help both companies achieve their goals, resulting in generating revenues and profits. In other words, you can say that I specialize in making sure each deal is a win/win for all parties involved.

Some of my specialties include international business and marketing, account management, negotiation, team building, business plan development and implementation, and while working in the field of technology, where my career has excelled the most. I love helping businesses in the small to mid-size company range find the technological solutions that are going to help them advance and grow their business.

- SAP Business One Sales Certification Earned 12/15
- Current annual revenue target is \$500,000, but \$1 million for President's Sales Club
- Did \$600,000 revenue my first year in 2016 but did \$1,596,000 in 2017
- As of 09/15/2018: I have \$1,337,000 in revenue (will surpass 2017's revenue goal)
- Net New Contracts goal has been \$1 million and I have done \$2 million+ for 2 years in a row
- Ranked within top 5 sales reps globally for each of my 3 years
- Approximately 10 net new clients signed per year

Strausser Consulting Services

12/2009 – 12/2016

Independent Consultant

Consultant for various companies including QVision, PINT, Inc., MobileNow, iMobile, Unlimited Marketing Solutions, Sierra San Pedro, Inc., Baja California Ministry of Tourism, Cross Border Group, & Baja Bound Mexican Insurance Services. Solutions & Kodenshi are detailed below.

- Evaluate business needs and goals and created solutions that catered to those needs
- Manage public relations and marketing for Baja California, Mexico government in the USA
- Closed multiple Mexican government contracts, valued at \$250,000 annually for Baja Bound
- Increased sales from 60 activations to 185 activations a month in 30 days for MobileNow
- Grew sales to \$70,000 a month from \$20,000 by creating a uniform sales system for UMS
- Implement technology to cut costs and promote clients' productivity

Solutions XYZ, LLC

03/2013 – 08/2014

Director of Business Development – Independent Consultant

Solutions XYZ, LLC is a bi-national tech startup that launched BorderTraffic.com / LaLineaEnVivo.com projects using proprietary technology to change the way that people cross the border. This is a small company with 15 employees in the U.S. and Mexico.

- Headed BorderTraffic.com division with the goal of making it profitable
- Grew a 2 person, small bi-national tech start-up with \$0 income to a near profitable state with \$21,500/month in revenue
- Held full operational responsibility for the business in Mexico, which consisted of 7 full time employees, various contractors, and vendors
- Increased monthly regional website traffic from 20,000 unique visits to 315,000 unique visits. Negotiated a \$120,000 total value contract with Univision Radio
- Created partnerships with government entities like Ministry of Tourism in Mexico
- Developed an advanced business plan for a bi-national tech startup considering the challenges of having a business in two countries, two cultures, two languages, and two different styles of business
- Worked hand-in-hand with IT departments to implement services on their websites

Kodenshi America, Inc

04/2012 – 04/2013

Sales Engineer - North & South America – Independent Consultant via Strausser Consulting

Kodenshi America, Inc. is a sales office supported by a joint venture between the semiconductor and optical sensor manufacturers Kodenshi Corp. in Japan and AUK Corp. in Korea. This office works with engineers in its designated territory to deliver solutions for their products and offering full support from prototypes to delivery.

- Negotiated seven major international contracts for optical sensors and semiconductors (\$1.4m in sales)
- Closed a \$500,000 contract for optical sensors with Vizio
- Directed multiple teams of engineers about preferred implementation strategies of our optical sensors into their products which increased revenue
- Learned the internal workings of various devices from the semiconductor level upwards
- Improved operational functionality by creating own database for CRM purposes

System Circulation Partners, Inc.

06/2007 – 12/2009

County Director

System Circulation Partners is a door-to-door sales company that works with local newspapers to increase subscription rates, which in turn helps the newspaper increase their advertising revenues. This company had about 150 sales reps with about 10 managers.

- Managed a sales team with 12 employees
- Promoted to County Director (District Manager) position after 14 months
- Directly managed 4 managers and approximately 60 employees as County Director
- Responsible for ensuring that the county had reached their sales quota of 2,000 sales monthly
- Increased sales by 23% as County Director, increased company morale, set the company standard, as well as I created many of the marketing materials, promotional, and recruiting materials for our services

Strausser Contracting

04/2004 – 06/2007

Sales & Marketing Manager

Strausser Contracting is a small, family owned business that started in 1976.

- Converted business from a small, local contractor into a regional leader in the roofing industry. Established ourselves as leaders in 2006. Increased revenue from \$120,000 a year to \$750,000 my final year
- Created a strategic sales plan that embraced technology in rural Pennsylvania
- Turned a small family owned business into a regional construction authority
- One of first contractors to have a web site and using pay-per-click advertising in a rural setting
- The first contractor in rural Pennsylvania to offer an online bill pay via the company's own website and use technology like pay-per-click advertising in 2004

EDUCATION

The Pennsylvania State University, University Park, PA

Associates Degree in Information Sciences & Technology; Emphasis on Business; Honors Distinction

Cumulative GPA 3.83/4.0; Major GPA 4.0/4.0

Diploma obtained December of 2013

Professional Certificate in Information Sciences & Technology

GPA for certificate program: 4.00/4.00

Certificate obtained March of 2013

PROFESSIONAL AFFILIATIONS/VOLUNTEER WORK

- Penn State Alumni Association – National (PSAA); current member
- Penn State Alumni Association – San Diego Chapter (SDPSU); current member
- Phi Kappa Phi Honor Society Member; Inducted March 2016
- TechChicas.com – Founded a social project to educate Latina women in technology