

Dave Gibbons
Sales, Marketing and
General Management Executive – Global leadership



Dave has a consistent track record of driving significant top and bottom line growth across multiple B2C and B2B channels worldwide. He has demonstrated the ability to develop and implement winning business strategies for several leading brands that compete in highly competitive product categories and complex local markets across the US, Europe, Asia Pacific and Latin America. His success has come through building brands, launching innovative new products and developing high-performance teams and long term customer partnerships with major retailers and B2B key accounts.

Most recently as Vice President Sales and Customer Marketing at Omron Healthcare (personal healthcare devices), Dave and his team were able to achieve \$10 million in incremental sales and secure distribution in 20,000+ retail doors in just 18 months of launching a new device.

Previously as Senior Vice President Global Sales and Marketing at Hu-Friedy Manufacturing (Dental – B2B), Dave and his team drove sales growth of \$7.3 million, at rates of 25% above industry average, which lead to generating all-time record profits and at +40% versus prior year.

Dave ran the International business for TaylorMade Adidas Golf a \$450 million P&L role. There his accomplishments included creating a new 13-country Asia Pacific region where he hired a VP/Managing Director and dedicated local sales and marketing team based in Hong Kong that led to double digit growth. In Europe he spearheaded a \$3 million annualized cost savings plan and a new 5 point commercial trading policy that increased sales and retailer loyalty.

Dave has been described as “a respected leader that builds and develops high performance teams that consistently find ways to win sales and profits globally.”

Prior to TaylorMade Adidas Golf Dave held CMO and VP of Business Development and Strategy positions at Life Fitness where he re-positioned the brand and his product teams launched a record setting 42 products in one year generating \$75 million in incremental business (20% of turnover). Dave has led successful turnarounds as Group VP/GM for Johnson Outdoors’ fishing business and as President of MacGregor Golf. Additionally he held senior Sales, Marketing and General Management positions at Wilson Sporting Goods.

Dave holds an MBA from DePaul University in Chicago and a BS from Miami University in Oxford, Ohio.

Find out more about Dave at www.linkedin.com/in/davegibbons1
Contact him directly at 224.456.3666 or dgibbons@elaint.com
www.elaint.com