

DAVID MOTTA

New York, NY | (917) 318-7232 | davidnonemotta@gmail.com

TALENTED SENIOR VP OF SALES

Chief Revenue Officer • Chief Sales Officer • Digital Transformation Leader • Global Sales Director
Client Satisfaction • Prospect Identification • Sales Revenue Growth • Market Reach Expansion

WORK EXPERIENCE

Executive Sales Consulting; New York, NY

Oct 2023 - present

Principal

- Consult with companies to develop and implement effective sales strategies, train and coach sales teams, and optimize sales processes to increase revenue and drive business growth.

UrbanOne/RadioOne; New York, NY

April 2018 - Oct 2023

Vice President of Digital Sales

- Achieved 45% digital sales growth in year one, 65% in year two, and over 50% in year three.
- Improved channel effectiveness 60% and market penetration 40% with a new sales strategy.
- Delivered strong financial performance amidst challenging economic conditions by executing prudent risk management strategies throughout all aspects of operations.
- Drove data-driven decision-making organization-wide by expertly implementing advanced data analytics tools and methodologies, resulting in significantly better business outcomes.
- Helped lead cross-functional teams to enhance project efficiency and client satisfaction.

Sinclair Broadcast Group; New York, NY

Jan 2014 - April 2018

Vice President / National Director of Digital Sales

- Helped open the NY office and streamlined a consultative sales process that resulted in a 42% increase in new business acquisitions across 164 TV station websites.
- Generated an impressive \$12M in programmatic sales and \$13.4M in direct sales within 10 months by strategically building a robust business and sponsorship pipeline.
- Boosted prospecting efficiency by 50% and expanded market reach with a dynamic strategy.

Prior Experience:

20th Century Fox, Director of Strategy, New Media Management

Viamedia, Director of Sales and Business Development

Cox Communications/New Century Media, Dir of New Business / Sr. Acct Executive

EDUCATION

Yale University, New Haven, CT

Master of Business Administration, Business Administration & Management

University of New Haven, West Haven, CT

Bachelor of Arts, Business Management

Bachelor of Arts, Sociology

TECHNOLOGIES

Online • OTT • CTV • AI • Social • Digital • Digital Video • Mobile • New Media • Software
Advanced data analytics tools • Salesforce • HubSpot • Google Analytics • Tableau • Adobe
Analytics • Slack • Trello • Mailchimp • Microsoft Teams • ZoomInfo • Hootsuite • Marketo • LinkedIn
Sales Navigator • Sprout Social