
David Motta

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Senior Vice President Sales

With a proven track record of success, I have established a strong reputation in client relationship management and working collaboratively with top-tier companies. My unwavering dedication and commitment to excellence have allowed me to excel in developing, strategizing, organizing, and leading high-performing sales teams. I specialize in selling cutting-edge solutions, including Online, OTT, CTV, AI, Social, Digital, Digital Video, Mobile, New Media, and Software.

WORK EXPERIENCE

Executive Sales Consulting • New York, United States - 10/2023- Present

Principal

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

UrbanOne / RadioOne • New York, United States – 04/2018-10/2023

Vice President of Digital Sales

- Achieved a 45% increase in digital sales in the first year, 65% in the second, and over 50% in the third year across 66 radio stations, TV One, and Reach Media.
- Implemented a sales strategy that improved channel effectiveness by 60% and market penetration by 40%
- Implemented advanced data analytics tools to drive data-driven decision-making across all levels of the organization, leading to better business outcomes.
- Delivered strong financial performance despite challenging economic conditions by executing prudent risk management strategies throughout all aspects of business operations.
- Led cross-functional teams for the successful completion of major projects, resulting in increased efficiency and client satisfaction.

Sinclair Broadcast Group • New York, United States • 01/2014 - 04/2018

Vice President, National Director of Digital Sales

- Built a robust business and sponsorship pipeline, achieving \$22 million in programmatic sales and \$33.4 million in direct sales in ten months.
- Developed a streamlined consultative sales process that resulted in a 42% increase in new business acquisitions across 164 TV station websites.
- Implemented a dynamic sales strategy that boosted prospecting efficiency by 50%, expanding Sinclair Digital's market reach.

20th Century Fox • North York • 04/2006 – 01/2014

Director of Strategy, New Media Management

- Transformed sales performance, boosting revenue from \$1.8 Million to \$55.7 million in four years.
- Achieved a 125% increase in internet sales in the first year through customer seminars and digital strategies.

Viamedia • New York, United States • 01/2000 – 01/2006

Director Sales & Business Development

- Led Account Executive teams across 32 markets, enhancing efficiency by 25% and sales coverage by 30%
- Expanded operations from 8 to 32 markets, increasing revenue by 15 in two months.

Cox Communications/New Century Media • 11/1993 - 01/2000

Director of New Business Development and New Technology Marketing/Senior Account Executive

- Negotiated favorable contract terms with suppliers that resulted in significant cost savings for the company during expansion efforts.
- Managed a \$3 million portfolio with San Francisco advertising agencies for KICU-TV.

EDUCATION

MBA in Business Administration and Management

Yale University • New Haven, CT

Bachelor of Arts in Business Management

University of New Haven • West Haven, CT

Bachelor of Arts in Sociology

University of New Haven • West Haven, CT

SKILLS

AdTech, Brand Development, Business growth and marketing strategies, Customer Acquisition, Customer and employee rapport, Digital Strategy, MarTech, Performance Marketing, Performance monitoring, SEM, SEO, Training and mentoring