

# DAVID BACHER, MBA

Long Grove, IL ☎ 970.371.2832 | ✉ [dbacher@live.com](mailto:dbacher@live.com)  
<https://www.linkedin.com/in/dmbacher/> | [dbacher.com/creative](http://dbacher.com/creative)

---

## GLOBAL MARKETING VP, REGIONAL CMO & DEMAND GENERATION EXECUTIVE

Insatiable, results-oriented global marketing and brand leader with career success developing and deploying strategic marketing plans, designing and launching effective demand campaigns, and achieving record-breaking increases in profits and productivity for F500 companies. Entrepreneurial zest for customer storytelling and leading strategic and creative, integrated global marketing campaigns for B2C, B2B, B2E and B2I markets for premium branded solutions.

Proven track record of developing and launching solutions that breakthrough and quickly deliver market adoption. Sets bold and globally scaled marketing orchestrated plans across sales and channel to maximum growth and profitability. Motivational, influential leader who guides orgs in collaborative environments and champions out of the box thinking.

Builds and maintains lasting relationships to source and activate key branding partners, such as Nike, BMW, Marriott, Dallas Cowboys, Disney, DreamWorks, and more. Committed to making continuous digital transformation improvements across strategy, process, and tech stacks to achieve funnel growth and inspired experiences to valued end customers.

---

### SELECTED HIGHLIGHTS

- ❖ 20+ years marketing leadership in technology, B2B, consumer, enterprise, (XaaS) as a service, digital manufacturing.
- ❖ Led LG's 24 mo. marketing digital transformation, decreasing costs by 22%, while delivering 2x customer acquisition rate and 33% increase in MQLs with an integrated customer platform, resulting in 3 month reduction in funnel time.
- ❖ Launched HP's global 3D Print business; startup to scale marketing in 25 global markets and dominating 42% share.
- ❖ Centrally planned and deployed \$200M+ annualized marketing OPEX budget to regions to deliver over 4:1 ROMI.
- ❖ Successfully launched LG's online B2B store to \$4M in Year 1; expected \$12M Year 2, adding scaled capabilities.
- ❖ Recognized for success leading marketing transformation at HP and LG; earned the HP Marketing High Achiever 3x.
- ❖ Spearheaded a revolutionary omnichannel promo structure building HP's brand while saving \$35M in contra spend.

---

### CORE COMPETENCIES

- |                                |                                   |  |
|--------------------------------|-----------------------------------|--|
| ▪ Demand Generation / Lead Gen | ▪ Digital Transformation          | ▪ Integrated Campaigns / Messaging     |
| ▪ Digital Marketing and Media  | ▪ Marketing Automation / Insights | ▪ Customer Database Management         |
| ▪ Brand Strategy Storytelling  | ▪ Ecosystem/Partner Activation    | ▪ Social Media Orchestration           |
| ▪ Org Leadership & Change Mgt  | ▪ Org. Design & Development       | ▪ Customer Targeting & Personalization |
| ▪ Channel Enablement           | ▪ Online Stores / Marketplaces    | ▪ Agency Optimization                  |
| ▪ Global Event/Experiences     | ▪ Product Launch, NPI, ROMI       | ▪ B2C / B2B / B2E / B2I                |

---

### PROFESSIONAL EXPERIENCE

---

#### LG ELECTRONICS | LINCOLNSHIRE, IL | 2020 – CURRENT

##### Head of Marketing, LG Business Solutions (IT, Medical, Hospitality, Commercial Signage, Display, Robot, EV & Solar)

*Active leadership for ≈\$1B in B2B Business Solutions spanning 28 verticals, 60 solution categories and expansive partner network. Driving force in transforming marketing to demand driving, personalized storytelling campaigns, delivering market share growth, revenue, profitability and customer delight. Leadership incl. marketing, communications, media, ecosystem, GTM, digital, event / experience and channel activation for customer delight, engagement and conversion.*

- Accelerated funnel creation with a 33% increase in MQLs for sales in 15 months with marketing transformation, org efficiencies, tech stack optimization, personalization and automation between offline and online touchpoints.
- Nimbly launched 14+ complex, and 20 micro/ABM vertical campaigns to engage targeted audiences such as K-12 EDU, QRS, Hospitality, transportation, and healthcare solutions, while launching over 70 NPIs/solutions in 2 years.
- Developed 3 new LG business innovation centers in US for enhancing B2B customer experiences and launched a best in class virtual product and solution vertical showcase delivering 1000's of online interactions monthly.
- Successfully launched LG's first-ever online B2B store to \$1M rev year 1; \$4M year 2, expected \$12-15M year 3.

- Managed complex closure of LG's Solar business unit in 2022, from PR, Comms, customer/installer communications.
- Introduced new solutions and new categories (Robots, Interactive Digital Boards, EV Charging) to US markets - capturing \$33M in new opportunities for Robot and \$80M for IDB in 11 months.
- Initiated a new, robust LG Pro Channel Platform, combining 6 partner endpoints for enhanced LG experience and revitalized 7 GTM channel partner programs (\$50M+) to increased ROI & reduced risk, cost and time to market.
- Purposeful redesign of martech and systems in 14 months to drive one view of Business Solutions customers and deliver optimized marketing automation (including Eloqua, SFDC, DemandBase, sprinkr, Rollworks, Tableau, etc).

### **HP INC. | VANCOUVER, WA | 2016 – 2020**

#### **Head of Global Marketing, 3D Print & Digital Manufacturing**

*Launched and led HP's global 3D Print & Digital Manufacturing marketing's bold and global vision and strategy.*

*Spearheaded multi-channel solutions marketing across hardware/software solutions and services, scaling HP's 3D Print marketing organization from startup to dominate 42% of the marketplace, the market leader for three consecutive years.*

*Provide operational and strategic leadership to achieve best-in-class multi-channel marketing results and experiences.*

- Earned a reputation as a demand driver by growing our marketing lead base by 140% YoY through targeted digital, social, ABM, web, PR, high touch venue events, workshops, nurture, and partnerships.
- Led four global campaigns, introducing over 25 NPI's/launches and leveraging 200+ events and webinars annually, driving PR/thought leadership activations, application marketing for increased engagement and credibility, & more.
- Developed strategic partnerships with global cross-brand promotion, including Nike, BMW, Oakley, J&J, Daimler, etc.
- Developed a team from only two initial marketing members to more than 35 cross-functional creative and analytic professionals in three years, with internal promotion, mentoring, and cross-training opportunities available; Promoted four stellar marketing minds to other HP verticals.
- Created distinct stratagem and guiding principles to increase the efficiency of Digital Marketing, Lead generation and Customer Management, driving insights to impact, to ensure effective results.

### **HEWLETT PACKARD | IL, CT, CO, WA | 1999 – 2015**

#### **Director of WW Marketing, HP Printing & Ink Supplies | 2013 – 2015**

#### **Director of WW Marketing, Ink & Toner Supplies | 2012 – 2013**

#### **Head of AMS Demand Gen and Promotion, HP Printing | 2009 – 2012**

#### **Manager, Consumer & Shopper Marketing | 2007 – 2009**

#### **Cons/Comm. Shopper Mktg. & Bus. Dev. Manager | 2005 – 2007**

#### **Manager, Nat'l Commercial Sales & Marketing Manager | 2002 – 2005**

#### **Manager, NE US Area Retail Sales Manager | 1999 – 2002**

*Year upon year of leadership and growth demonstrated over numerous promotions to positions of increased authority and responsibility. Provided extensive marketing leadership across communications, advertising, value proposition, social media, digital, traditional, promotional, multi-channel assets, PR, media, events, and act as the voice of the customer.*

*Helped to shape HP's dive into social media content, campaigns, and processes, looking to the forefront of the market with a focus on rapidly shifting consumer and business customer needs to position and campaigns strategically.*

- Promoted to drive global communications strategy across six global marketing campaigns, supporting \$9B in annual HP Ink Printing business priorities annually, with accountability for \$25M in annual marketing budget, and a team of 55 cross-functional staff.
- Centrally planned and deployed \$200M+ annualized print marketing media budget to region marketing that drove brand campaigns, sales, ACPP, engagement, experience, and loyalty to deliver over 4:1 ROMI.
- Garnered consistent Shopper Marketing results and experience through creative online interactive experiences and demonstration-based marketing engagement, brand, co-marketing, and retail programs/initiatives.
- Consultatively negotiated and deployed a \$150M annual discount budget, resulting in ten consecutive quarters of 145% incremental unit uplift across national, social, viral, online, and account-specific programs.
- Partnered with premium brands for digital/influencer content, including Disney, Nickelodeon, Kumon, Martha Stewart, DreamWorks, Rachel Ray, Oprah, etc.
- Spearheaded a revolutionary omnichannel promo structure building HP's brand while saving \$35M in contra spend.
- Increased HP product retention by 23% in 14 months, and drove incremental sales 9-21% through comprehensive, attentive training of 870k+ retailer sales reps annually utilizing web learning tools, and an additional 400k at on-site venues, driving improvements through a people-focused approach.

- Dramatically reduced marketing spends and agency costs by \$2.4MM in two years through asset prioritization/impact, global offshoring, and strategic partner development.
- Drove E2E consumer planning process, resulting in compelling, customer-facing seasonal engagement tools and collateral and HP brand enhancement opportunities with 4+ years accountability for all retail go-to-market efforts.

**HERSHEY CHOCOLATE | CHICAGO, IL | 1997 – 1999**

**Manager, District Account Supervisor Promoted from Territory Sales Rep.**

Guided CPG selling teams by in incremental sales focused on impacting the “last 3 feet of the sale.” Managed, trained, and led a talented seven-person market team to optimize Hershey’s incremental sales at over 550 named accounts in the convenience, mass merchant, drug, and grocery classes of trade. Created and negotiated HQ business sales and marketing plans leveraging a wide range of marketing tools, including ad/promotional materials & timing, category management (IRI/Spectra), shopper insight, merchandising impact, pricing, and profit margin analysis. Spearheaded all new hire and regional NPI marketing launches to ensure the right people in the right place at the right time.

- Successfully managed \$26M confectionary business with Safeway (Dominick’s) and Aldi in Chicago, reversing a three-year downtrend through the meticulous and targeted growth of market share in Hershey’s two largest categories; Achieved 2.2% and 1.3% respectively in 14 months while increasing sales by 8.5% combined.
- Designed and implemented 93 engaging and imaginative corporate and consumer field promotions designed to drive ROI, build shopper excitement, conversion, and market basket, utilizing collaborative marketing, sampling, advertising, displays, contests, merchandising incentives, and disruptive/guerrilla marketing.
- Developed account market plans and sales approach plans for key customers with focuses on promotional plans, profitability analysis, category management components, campaign integration & in-store.

**EDUCATION**

University of Iowa | *Master of Business Administration*

University of Wyoming | *Bachelor of Science in Management*

**ADDITIONAL CREDENTIALS**

<b>TECHNICAL SKILLS</b>	<p>MarTech: Salesforce.com, Microsoft Dynamics, Omniture, Eloqua, Pardot, Mintigo, Adobe Experience Mgr., Sprinklr, PathFactory, Bonbora, Optimizely, Marketo, Percolate</p> <p>Microsoft Office: Word, Excel, PowerPoint, Outlook, Access, Publisher, Visio, SharePoint</p> <p>Adobe Suite: Photoshop, Lightroom, Premiere Pro, Premiere Rush, InDesign</p> <p>Other: Google Analytics, GagglesAMP, JiffleNow, Smartsheets, PathFactory, etc.</p>
<b>HONORS &amp; AWARDS</b>	<ul style="list-style-type: none"> <li>▪ HP Marketing High Achiever, 3x awarded</li> <li>▪ Shopper Marketing Employee of Qtr., 3x awarded</li> </ul>
<b>PROFESSIONAL DEVELOPMENT</b>	<p>B2BMX, YouTube Brand Creator, Communicating Magnificently; Growth Mindset 2.0, Gallup StrengthsFinder 2.0, Confab, Great Leaders Program, Advanced Communication to Influence, Breakthrough Leadership, Diversity Drives Innovation, Hamster Revolution, Chasm Institute: Crossing the Chasm 3.0, Content Marketing World</p>
<b>ORGANIZATIONS</b>	<ul style="list-style-type: none"> <li>▪ American Marketing Association (AMA) / YEN (Young Employee Network)</li> <li>▪ LG Reinvent Exec Sponsor / Digital Marketing / B2B Technology Mtg / Women in 3D</li> </ul>
<b>VOLUNTEERISM</b>	<p>Stevenson High School, Chicago Magic Soccer, WA Timbers Soccer Club, Young Employee Network, Women in 3D, Washington Trails Association, Camas School District, Transformation Ambassador</p>
<b>INTERESTS</b>	<p>Photography, Travel, Hiking, Skiing, College Football, Sports Fanatic</p>