

DAVID FULTON

New York • Oregon

david.fulton@treehouse.coach • +1 415 572 2877 •

www.linkedin.com/in/davidfultontreehouse3000

HEADLINE

Regenerative Growth & Sales Executive | Ethical-Infrastructure Innovator | Executive Coach

PROFESSIONAL SUMMARY

Serial entrepreneur and executive leader with 40 + years' experience launching 35 companies and advising 1,000 + organizations across solar, infrastructure, hospitality, and social-impact sectors. Proven record of 10× revenue acceleration, \$100 M + value creation, and low-attrition, high-engagement sales cultures. Merges systems-level regenerative strategy with hands-on sales, fundraising, and product innovation to scale businesses “at the speed of care.”

CORE COMPETENCIES

- Revenue & GTM Strategy (B2C / B2B)
 - Solar & Clean-Energy Sales Leadership
 - Regenerative & Circular-Economy Design
 - Ethical Infrastructure & Biomimicry
 - Executive & Sales-Team Coaching
 - Startup Fundraising & Investor Relations
 - Large-Scale Event & Community Activation
 - Organizational Culture & Change Management
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SELECTED IMPACT

- **10× sales in 90 days** for a residential-solar firm; supported subsequent acquisition.
 - **\$14 M capital raised** (equity, debt, and philanthropic) across multiple ventures.
 - Founded **ORB Electronics**; set Hawaii state record for **highest daily sales / sq ft**.
 - Designed **SoilMaker** water-free composting toilet; saves ~13 k gal H₂O / home / yr.
 - Co-led **Entheon Village** (Burning Man); fed, housed, or medically supported **500 + people/day**.
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PROFESSIONAL EXPERIENCE

Treehouse.coach – Co-Founder & Executive Head Coach NY & Remote | 2023-Present

Guided C-suite and sales leaders in solar, energy, and tech to embed regenerative OKRs, double-digit growth, and resilient culture.

- Facilitated Regenerative Leadership Circles; coached 50 + executives on investor, advisor, partner, and co-founder dialogues.
- Architected “scale at the speed of care” framework adopted by two solar firms; cut rep turnover to <5 %.
- Integrated Practical Flourishing Assessment (in partnership with NYU) to track well-being and productivity seasonally.

Wild Build – Co-Founder & CEO OR & Remote | 2011-Present

Start-up studio for ethical infrastructure; designs up-cycled WASHpops, TREEpops & HÄUSpops micro-structures.

- Delivered 30 + portable structures, diverting 50 t + waste from landfill; commercialized SoilMaker line.
- Built supplier partnerships that reduced build cost 25 % and time-to-deploy 40 %.

Serial Entrepreneur / Growth Consultant US & International | 1985-Present

Launched, operated, or advised ventures in retail, F&B, tech, and events.

- **ORB Electronics (1990-1994):** Opened record-breaking store; 100 % staff retention; 40 % under-budget build.
- **Graphic Design Print Mgmt:** Scaled revenue from \$1 M to \$3 M in 12 mo; closed \$1.2 M Eye Care Plan deal.
- **Our Future Now Tour:** Engaged 5 M + festival participants; secured 40-org sustainability coalition.
- **Consulting:** Delivered GTM, ops, and fundraising engagements for 100 + SMEs; average client revenue lift 25 %.

Early Career Highlights

- **Platoon Commander, U.S. Coast Guard Academy:** Led 42 cadets; zero attrition; top 5 % performance.
- **Herman's Sporting Goods:** Revived two under-performing stores; introduced high-ROI athlete activations.

EDUCATION & TRAINING

- United States Coast Guard Academy (Engineering, Leadership & Navigation)
- Rudolf Steiner College – Waldorf Education & Administration
- Ephemeral Group Process Coach Certification | Landmark Curriculum for Living | Treehouse Head Coach
- Ongoing: Biomimicry, Non-Violent Communication, Artist's Way creative recovery, Forest Gardening

KEY CERTIFICATIONS & TOOLS

Solar Sales Pro · Biomimicry Practitioner · TPFA (Flourishing) Facilitator

CRM & Operations: Proficient in HubSpot, Salesforce, Microsoft 365, Google Workspace, Canva, Trello, Asana, Slack, and custom software systems including CAD

AI Integration & Digital Mastery:

Early adopter and beta tester of advanced tech & AI tools (Perplexity, ChatGPT, Gemini, NotebookLM). Expert in training and coaching teams to integrate AI from day one. Developer of ethical digital infrastructure and regenerative AI operating systems rooted in leadership circles that foster ecological intelligence and community flourishing.

COMMUNITY & THOUGHT LEADERSHIP

- Co-producer, “**Houseless Heroes**” documentary (2018) – influenced NYC policy debate on homelessness.
- Mentor, Wild Build Guild apprenticeships – training next-gen ethical-infrastructure builders.

References and full project portfolio available on request.