

# DAVID BACHER, MBA

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## GLOBAL MARKETING VP & BRAND EXECUTIVE

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

Proven track record of developing and launching stellar products that innovate saturated fields and quickly take over the market. Sets bold and globally scaled marketing vision and verticals, analyzing trends and forecasting sales to develop long-term strategies, key objectives, and operations execution plans based on business best practices as well as maximum growth and profitability. Respected as a motivational, influential leader and collaborator who guides team members in creative, collaborative environments that champion out of the box thinking.

Builds and maintains lasting relationships to source and activate key branding partners, such as Nike, BMW, Oakley, Disney, DreamWorks, and more. Committed to making continuous improvements in strategy, process, and technology & experience to achieve new possibilities for amazing brands. Enjoys leading marketing transformation, brand development and achieving inspired experiences across consumer, commercial, industrial customers.

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### SELECTED HIGHLIGHTS

- ❖ 20+ years of experience in technology, B2B, consumer packaged goods, and digital manufacturing spanning all channel models.
- ❖ Launched HP's global 3D Print marketing business from startup to scale in 31 global markets and dominating 42% of the marketplace.
- ❖ Centrally planned and deployed \$200M+ annualized print marketing OPEX budget to region marketing that drove sales, ACPP, engagement, and loyalty to deliver over 4:1 ROMI.
- ❖ Recognized for more than two decades of success leading marketing transformation at HP, earning the HP Marketing High Achiever three times.
- ❖ Spearheaded a revolutionary omnichannel promo structure building HP's brand while saving \$35M in contra spend.

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### CORE COMPETENCIES

- |                         |                                 |                                 |
|-------------------------|---------------------------------|---------------------------------|
| ▪ Digital Marketing     | ▪ Brand Development & Strategy  | ▪ Customer Demand               |
| ▪ Launch ROMI           | ▪ Global Event/Experience       | ▪ Team Development & Leadership |
| ▪ Storytelling          | ▪ Organizational Design         | ▪ Communications                |
| ▪ Agency Management     | ▪ Demand Generation & Driver    | ▪ Public Relations              |
| ▪ B2C / B2B / B2I       | ▪ Result Oriented               | ▪ Brand Positioning/Messaging   |
| ▪ Social Media          | ▪ Community Relations           | ▪ Image Management              |
| ▪ Relationship Building | ▪ Partner Sourcing & Activation | ▪ Cross-Promotional Campaigns   |

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### PROFESSIONAL EXPERIENCE

**HP INC. | VANCOUVER, WA | 2016 – CURRENT**

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

*Launch and lead HP's global 3D Print & Digital Manufacturing marketing's bold and globally scaled 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 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 other global leaders for cross-brand promotion, including Nike, BMW, Oakley, J&J, GKN, Daimler, etc.
- Developed the team from only 2 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 out 4 stellar marketing minds to other HP verticals.
- Created distinct stratagem and guiding principles to increase the efficiency of Marketing and Operations Management, drawing on HP's already strong processes and adding consumer and business customer driving insights 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 ROI.
- 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, Mintigo, Adobe Experience Mgr., Sprinklr, Path Factory, 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 / Docs / Google Drive / Dropbox</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>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>▪ Digital Marketing / B2B Technology Marketing / Women in 3D</li> </ul>
<b>VOLUNTEERISM</b>	<p>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>