

# David A. Lustig

7090 East Alameda Avenue, Denver, Colorado 80224  
Telephone (303) 309-4000 E-Mail David@Lustigs.com

## Executive Summary

Accomplished manager with 20+ years of experience in operations and general management. Proven record of exceeding revenue goals in robust and downturn markets. Strong technical background with the ability to analyze needs and deliver value-added solutions. Building strong relationships to create team spirit internally and externally to boost brand loyalty. Consistently successful with development and implementation of efficiency initiatives to improve performance.

## Professional Experience

**Plan B etc.**, Denver, Colorado  
**Consultant**

January 2009 – Present

*Business and marketing consulting, advertising design and promotions.*

Working with businesses and individuals to build effective and efficient systems that drive business and control or reduce expenses. Offering concepts that increase customer service and satisfaction creating positive impressions in person and online.

*Major Accomplishments:*

- Created a marketing program that provides no cost services to consumers while delivering pre-qualified referrals to approved real estate broker partners.
- Organized systems and procedures for a Jewelry business to increase customer service while reducing expenses, simplifying shipping/receiving, and organizing repair processing and tracking.
- Designed a creative logo, image and brand for a winery.

**RE/Bus Solutions**, Denver, Colorado  
**Vice President Production & Systems**

April 2008 – December 2008

*Offering sophisticated strategies for the new real estate investor; and solving the #1 problem for banks, homebuilders & people with a home to sell.*

Maximized investor and service provider production through proper management, scheduling and coordination insuring on time closings, billing, and profit taking. Created marketing materials for training and recruitment. Analyzed current financial processes and renovated existing systems and processes saving thousands of dollars in addition to, detailed financial reports, and proper allocation of funds.

*Major Accomplishments:*

- Staff Development – Developed presentation kits and established a mentoring program to simplify the recruitment presentation, introduction and orientation.
- Efficiency Improvement – Eliminated manual and duplicate tracking. Introduced project management systems creating simpler and easier to understand reports.
- Installed server for networked file sharing enabling Internet access to a centralized database and file system.

**Colorado Home Solutions**, Denver, Colorado  
**Metro North Realty**, Phoenix, Arizona  
**Real Estate Broker**

May 2004 – June 2008

*Real estate firms in Colorado and Arizona specializing in residential resale properties.*

Maintained dual sales-offices in Phoenix and Denver. Closed \$3 Million in transactions in a downturn market, while providing training and mentoring support to other agents. Analyzed office procedures and implemented improvements as needed.

*Major Accomplishments:*

- Business Development – Increased revenues every year and assisted in expanding and maintaining company sales force.
- Performance Recognition – Recognized as top agent in 2005 with over \$8 million in annual sales.
- Marketing Design – Designed unique and creative templates for business cards, real estate signs, and marketing materials for company use.

**Quality Distributors**, Phoenix, Arizona

July 1998 – January 2004

**Director of Purchasing and Vendor Relations**

*Wholesale Distribution of Cellular Phones, Accessories & Wireless Activations.*

Manage supplier base of 100, with full responsibility for maintaining accounts, sourcing new suppliers and lowering material costs for existing product lines representing \$150 million in annual sales. Complete monthly/annual reporting of all purchasing aspects, pinpointing major opportunities to lower material costs. Address and resolve problems in all procurement areas to lower inventory and at the same time speed up turn-around time to customers.

*Major Accomplishments:*

- Overall Business Growth – Played key role in Quality Distributors achieving best return on investment in over 7 years.
- Just in Time – Designed and implemented a purchasing system that set-up arrangements with our suppliers to maintain less inventory in our warehouses while still offering our customers quicker turnaround time for their orders.
- Inventory Management – Increased sales and achieved margin goals every year while maintaining high inventory turns with minimal obsolete product.
- Meeting & Event Planning – Responsible for the annual Dealer Trip, a client appreciation event for 100-200 of our best clients from all over the country. Coordinated and negotiated; all travel arrangements; hotels; meals; entertainment; and meetings rooms. Various locations included: Hawaiian Islands, Mexico, Puerto Rico, Bahamas, Canada and others.

**Licenses & Certifications**

Licensed Real Estate Employing Broker - State of Colorado

Licensed Real Estate Agent - State of Arizona

**Computer Skills**

Microsoft Office Suite 2003/2007: Word, Excel, PowerPoint, Outlook, Publisher, Visio, Project, and Access; Adobe Creative Suite 2/3/4/5: Illustrator, Photoshop, Acrobat, and Fireworks; Quicken, QuickBooks, Wired & Wireless Networking, AS/400, Mac OS X, Windows XP & Vista

**Education**

Currently taking Computer Science courses in Database Design & Development  
Community College of Denver, Denver, Colorado

Bachelor of Science, Business Administration Emphasis in Marketing  
University of Denver, Denver, Colorado