

DWIGHT DAVIS

Boise, ID | open to relocation (interior West) & remote | 208-761-7016 | dwight@dwightdavis.com | linkedin.com/in/daviddwight

EXECUTIVE PROFILE

General Manager | VP & General Manager | Division President

Driving Revenue Growth, P&L Performance, and High-Performing Teams

Senior general manager with 30+ years leading businesses, teams, and P&Ls to profitable growth. Has owned P&Ls to \$26M, directed \$256M+ in growth investment, and led organizations of up to 45 across multi-state and multi-site operations. Proven at turning around underperforming units, building high-performing teams, launching new products and markets, and closing landmark deals, pairing rigorous P&L discipline with modern, AI-era go-to-market. Two-time President's Award winner and #1 regional performer; a trusted partner to executives and founders.

CORE EXECUTIVE COMPETENCIES

P&L Management & Growth: P&L ownership (to \$26M), revenue & profit growth, budget management (to \$256M)

Strategy & Go-to-Market: New product & market launch, digital & AI transformation, customer acquisition & retention

Operational Leadership: Multi-site & multi-state operations, business turnarounds, process improvement

People Leadership: Team building (5 to 45), talent & performance management, executive & stakeholder alignment

EXECUTIVE EXPERIENCE

Founder & Principal - Dwight Davis Consulting LLC

2024 - Present

Fractional growth & marketing leadership for mid-market companies (\$10M to \$500M)

- Embedded senior leader for mid-market clients, owning revenue strategy, digital and AI-era marketing, and performance measurement.

Group Manager (Director), Marketing & Growth - Intuit

2017 - 2024

QuickBooks / TSheets, Small Business & Self-Employed Group (Remote) | \$256M+ budget | teams to 30+

- Enterprise-Scale Investment:** Directed \$256M+ in working budget across the business's most visible, end-to-end product launches, aligning 100+ cross-functional stakeholders.
- Organization Building:** Founded and led Intuit's first Integrated Marketing organization; built teams of 5 to 30+, stood up new departments, onboarded acquired companies, and turned around underperforming groups.
- Growth:** Delivered consistent double-digit YoY revenue growth across end-to-end customer journeys.
- Landmark Launch & Integration:** Launched the first-ever QuickBooks Super Bowl campaign; as digital lead for TSheets (a \$350M, 250-person acquisition), drove 196% trial growth and 174% MRR vs. plan, and helped rebrand TSheets to QB Time with zero revenue disruption.
- Monetization:** Built new merchandising levers (product bundles, segmented discounting, and a "Do X, Get Y" capability) that lifted attach rates, upgrades, and revenue per customer.

Lead, Worldwide Analytics, Search & Optimization - IBM

2015 - 2017

Global search & analytics across IBM.com business units (via CTG)

- Enterprise Impact:** Led global SEO and analytics across Middleware, Cloud, Social Business, and MobileFirst plus enterprise client Tiffany & Co.; SEO drove about 65% of IBM.com traffic; ranked Tiffany #1 against its largest global competitors.

Director of Inbound Marketing - Bonterra (formerly Salsa Labs)

2014 - 2015

B2B SaaS platform serving 3,000+ nonprofit organizations

- Demand & Revenue:** Built SEO, SEM, content, and demand generation from scratch; exceeded lead and revenue goals by 105% two years running and grew the sales funnel by \$50M.

General Manager, Digital Marketing Services - HC Media / Houston Chronicle

2012 - 2013

Full-P&L internal agency within the Houston Chronicle

- P&L Ownership & Transformation:** Owned the full office P&L and led the transformation of a declining print business into a profitable digital agency, scaling from 3 employees / 500 customers to 33 employees / 1,000+ customers.
- Growth & Retention:** Grew average revenue per customer from about \$250 to \$5K to \$10K per month and reduced client churn about 40%.

Director, Digital Marketing Services - AT&T Advertising Services

2011 - 2012

- Digital Transformation:** Drove a 50% increase in digital sales while print declined about 25%; launched 3 new products; led a 15-person team that transitioned with me to Hearst.

Vice President, Sales & Marketing - A-Lert Roofing Systems

2010 - 2011

- Built and led sales and marketing for a regional commercial roofing company serving military and education verticals.

EARLIER GENERAL MANAGEMENT & P&L LEADERSHIP

General Manager - Pella Corporation

2006 - 2010

Retail & Commercial Division, Mid-South (\$25M P&L across 5 states)

- **P&L Ownership:** Owned a \$25M P&L spanning marketing, operations, sales, customer service, and field service across Alabama, Tennessee, Mississippi, Florida, and Louisiana.
- **Growth & Market Leadership:** Delivered about 120% YoY growth and ranked #1 distributor of 15 in the South-Central Region; earned the President's Award.
- **Team & Talent:** Led recruiting, compensation strategy, and performance management for the full-time staff.

Managing Principal Consultant - Xerox

2002 - 2006

45 consultants & project managers, 13-state territory (\$26M P&L)

- **P&L & Team Leadership:** Promoted to Managing Principal; led 45 consultants and project managers across 13 states with a \$26M P&L; two-time President's Award winner for revenue and profit.
- **Landmark Deal:** Closed the \$10M Mercedes-Benz engagement, the largest deal in division history.
- Earlier career (1987 to 2002): Engagement Manager at IBM; Senior Technology Strategist at Travelers/USF&G; IT leadership at Value Behavioral Health, Slaphey Communications, and Vulcan Steel Products.

EDUCATION & CREDENTIALS

- MBA, Human Resources Management - Purdue University Global (2024 to 2026, GPA 3.94).
- B.B.A., Marketing - Purdue University Global (2022).
- Online Marketing Certified Professional (OMCP - PPC, SEO, Analytics); Google Analytics & Ads; HubSpot Inbound.

LEADERSHIP & AFFILIATIONS

- Executive Director (volunteer), Help Rescue Animals - nonprofit leadership and board oversight.
- Member, National Society of Leadership and Success; Golden Key International Honour Society.