

DAVID OSTAN

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SUMMARY

Superior professional presence and business acumen with strong ethics and a high degree of integrity. Results-driven Sales Manager with 20+ years of experience in senior-level Government/Military (GSA) Industry Sales and Management product development, promotion, and optimization. Proficient in developing and applying advanced marketing strategies to accomplish goals. An executive with extensive experience in business-to-business consultative sales of defense supply product solutions to the federal government in competitive global markets. Broad experience in domestic and international sales environments utilizing strong skills in marketing strategy development and implementation, strategic planning, new market development, and key account management. Highly respected, credible, and well-known in the competitive defense supply industry with a strategic network of high-level military relationships and contacts, and a partnership with senior executives, key decision-makers, and stakeholders in the acquisition of vital accounts and new business.

SKILLS

- Sales leadership and training Supplier
- sourcing
- Channel development Sales
- tracking
- Key account development Rapport
- and relationship building
- Cross-cultural sales background
- Lead generation
- Market Intelligence
- National account management
- Market and competitive analysis
- Profit and revenue-generating strategies

EXPERIENCE

Direct Sales Manager | KVG, LLC | Gettysburg, PA | Mar 2022-Nov 2022

- Responsible for the prospecting, development, and maintenance of customer relationships, and alignment of customer expectations with KVG direct sales contract vehicles and opportunities
- Built a strong partner pipeline through co-marketing programs, account and field mapping of company and partner suppliers
- Developed strategies to integrate KVG into established Government and Federal sales channels (General Services Administration (GSA) and Defense Logistics Agency (DLA))
- Expanded and developed business with OCONUS bases, combatant commands, and forward deployment locations
- Leveraged market network and contacts, competitive research, and market analysis to develop long-lead pursuit plans and to make internal investment and resource allocation recommendation locations
- Communicated and presented critical data, report summaries, market analyses, and strategic recommendations to all levels of management

Director of Sales | Brighton Cromwell, LLC | Morristown, NJ | Sep 2020-Oct 2021

- Maintained active sales contacts with assigned accounts to keep communication open and capture consistent revenue
- Developed and presented creative ideas to internal stakeholders and customers to initiate new programs and successful sales initiatives
- Implemented strategic approaches to promote growth by enhancing advertising, optimizing sales, updating pricing, and managing new programs
- Cultivated strong relationships with key organizations and professionals to support future business growth objectives
- Monitored and analyzed market trends and competitive offerings to identify opportunities for segment expansion

Vice-President of Sales | WECsys LLC | Brooklyn Park, MN | Sep 2019-Sep 2020

- Provided cost analysis, and developed pricing strategies consistent with government solicitation requirements
- Successfully negotiated and drafted teaming and partnership agreements to facilitate competitive government solutions; increased routes to market with fully integrative business and legal affairs protocols to be responsive to the unique parameters of government contracting
- Lead efforts to obtain additional GWAC or Multiple Award IDIQ-type contracts
- Aligned sales objectives with business initiatives using strategic development, forecasting, and budgeting
- Developed innovative advertising, public relations, social media, and events to advance brand marketing efforts

Principal Consultant | Bartley Solutions Group | Hollywood, FL | Jun 2014-Aug 2019

- Provided consulting, sales, and marketing services for growing clients' businesses through specialized marketing to commercial, federal agencies, and the Department of Defense industries
- Areas of accountability encompassed tactical business plans, sales/marketing, contract negotiations, key alliances/partnerships, revenue growth, and market penetration Furnished custom-tailored
- advisory services to boost performance, hiring practices, and management systems
- Laid out consulting services governing orders, activities, schedules, and employee performance Broadened
- improvement initiatives by troubleshooting problems and recommending corrective actions

Vice-President of Sales | Capitol Supply Inc, | Weston, FL | Mar 2001-Jun 2014

- Accountable for the full product portfolio of over 2 million products including office furniture, computer technology, lodging, barracks furnishing, household appliances, automotive parts, tools, equipment, supplies, and more
- Reviewed and analyzed federal solicitations, prepared proposals, negotiated small and large dollar contracts, and coordinated post-award contract administrative duties
- Grew sales by 200% from 2009-2012 and was promoted from Director of National Accounts to Vice-President of Sales
- Onboarded NAPA AUTO PARTS GSA non-tactical vehicle parts contract in 2007 which ultimately secured a cooperative purchasing agreement for state and local government through The National Joint Powers Alliance/Sourcwell
- Contributed to and oversaw sales management of the First Generation Federal Strategic Sourcing Initiative (FSSI) Office Supply Contract in 2010, valued at \$200M over four years Created and supported a \$2M Annual
- Consolidated Hospitality TV Buy through Philips Corp for AFNAFPO and marketed through the New York Hotel and Restaurant Show for Air Force and Army Lodging Programs
- Secured and managed a \$4M Army Family Housing (AFH) Loaner Program for the Directorate of Public Works (DPW) Family Housing Division, US Forces Korea (USFK) which represented \$24M over six years
- Coordinated the implementation of the USAF Dormitory Furnishings Blanket Purchase Agreement (BPA) in 2011
- Secured and directed sales of Air Force Tools and Parts Program (AFTAPP) Contract in 2012 Facilitated
- the award of and managed sales for the Department of the Navy Jan/San BPA in 2012 with a combined program value of \$750M

Civilian Business Manager | United States Air Force, USAF | Ramstein, Germany | Jan 1991-Jan 2000

- Responsible for managing all aspects of a non-appropriated fund military resale operation for selling sporting goods directly to all branches of the military
- Directed sales and operations of two facilities with revenues of \$3.5M and managed a staff of 30 Increased sales
- during tenure from \$1M to \$3.5M
- Streamlined operational efficiencies by coordinating staff development and succession planning

EDUCATION AND TRAINING

Michigan State University | East Lansing

AFFILIATIONS AND AWARDS

National Association of Housing and Redevelopment Officials (NHRO)

American Logistics Association (ALA)

NAFA Fleet Management Association

Professional Housing Management Association