

## DAVID FACER

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**Presently**, I own and operate a professional coaching firm called Activate Potential serving entrepreneurs, executives, and sales teams seeking to improve strategy, embolden their marketing and selling efforts, and upgrade their leadership effectiveness. I support my clients in being powerful, spirited, and wise men and women in all areas of their lives, as much as to be effective leaders in their chosen fields of work. 18 years of direct experience with management, small business ownership, and individual and professional leadership, plus self-directed learning, support me in my work.

Notable clients include First Data Corporation’s sales team; Trigger Direct, a direct mail specialist located in San Diego, California; Baja Bound Mexican Insurance Services, a San Diego-based specialist in Mexican auto insurance. Other clients include self-employed professionals working in such diverse fields as residential real estate, financial planning and pensions, Internet presence and branding, biotech consulting, and executive coaching. A recent success includes having helped the publisher of a high profile publication evaluate a significant new job opportunity, which would also impose a significant lifestyle change. Ultimately, I helped him negotiate a multi-year contract for a senior position with a fast-growing, venture-funded, lifestyle publishing organization in another city.

I have coached and trained the leadership and staff of several noteworthy organizations in the areas of team building, selling effectiveness, and strategy development. Some of these clients include an internal and external customer-facing service team at FindLaw, the division of Thomson Corporation responsible for the industry-leading FindLaw legal information service; ICON Clinical Research’s Data Management Team located in California, a division of the Irish biotechnology company; and Western Windows, a multi-million dollar leader in vinyl replacement windows for the residential market, based in La Mesa, California.

The needs of my clients are as varied as the businesses they run. Regardless of the area of focus, be it increasing revenue, repositioning on a higher-quality segment of the market, or assisting the “expert-juggler” entrepreneur cohere a team or group of seemingly unrelated businesses, I am particularly adept at opening my clients’ thinking to include deeper questions and more possibilities. The result is a wider field of options and, hence, more freedom for them to create solutions — be they fixing systematized problems, streamlining operations or expanding into a new market opportunity — that are tangible, executable in the real world, measurable and inextricably linked to the leader’s core values.

**Prior to Activate Potential**, I bought a 50% stake in a San Diego bar that had been mismanaged by previous owners. Having set a turn-around goal of returning to profitability within one year, a large operating loss was turned to a modest and sustainable gain within just nine months. This was achieved through a series of cost controls, increased prices, improved product offerings, opportunistic procurement, and a complete remodel of the establishment.

More specifically, since every internal system including plumbing, refrigeration and electrical was at end of life, I leveraged the improved financial condition into a level of credit worthiness sufficient to secure a loan for a major retooling and renovation.

Within just three months, the physical establishment was completely reengineered using a concept I conceived and manifested with the help of outside architects, contractors, and entertainment retail consultants. The strategy was to reposition the venue as more “boutique”, so as to compete more effectively in a crowded market against better-funded, larger, and growing competition.

My analysis led to the conclusion that one cannot be significantly smaller than and have an offer identical to that of much larger and stronger competitors and succeed. In that situation, size wins. One must shift positions to target a more specialized and higher value market segment, at the very least, hence the “boutique” concept. Expanding the venue was not an option. A series of innovations were introduced that helped revive what had become a “tired” and worn down venue. Most notable was a high-end “long-draw” beer system that allowed us to sell a wide range of premium micro-brew beers and ciders, many at much higher prices, the use of sofa seating in lieu of the ubiquitous pool table and several structural improvements that improved traffic flow and available square footage.

18 months after the turn-around was begun, I sold my interest.

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**Prior to the nightclub**, I lived and worked in England. There he held two major positions, Marketing Director for EMC Corporation UK and Ireland, and Marketing Director for Richard Branson’s Virgin Cinemas.

I spent more than eight years with EMC in a variety of marketing positions in the US and Europe and was one of just five people responsible for the product launch of what would become the enterprise data storage industry’s most ground breaking product in decades—and one that would transform EMC from mid-sized company to a Fortune 500 industry leader.

In the UK and Ireland, I was the public voice for the organization, leading all marketing efforts with a team of between 5 and 13 people (at various times), including product introductions, public relations to industry and national media, which included message creation and technical sales support during pre-sale discussions.

In addition, I was responsible for the creation of a series of customer gratitude events, including a formal annual dinner hosted by local management and attended by senior executives from client accounts, plus the founding partners of EMC Corporation. This program was particularly important given EMC was just starting to succeed at repositioning data storage as a strategic business tool, rather than an information technology expense, as it had been viewed for decades.

My position at Virgin Cinemas, one of Richard Branson's companies, was Marketing Director, responsible for crafting a program to position and introduce the Virgin Cinemas brand and product to a nation of cinema-goers accustomed to a low level of service and excitement from incumbent leaders, Odeon, Warner Brothers, and UCI.

After shedding a vast estate of one- and two-screen venues acquired in the purchase of the bankrupt MGM Cinemas chain located in town centers nationwide, the company repositioned itself as a multiplex leader building a new cinema of no less than 7 screens and eventually approaching 20—a product that would later be branded the Virgin Megaplex—approximately once per quarter. I successfully opened new cinemas in the previously unserved towns of Wigan, in the Midlands, and Rochester, in Kent, east of London. In both multiplexes, new innovations were introduced, such as a First Class auditorium with private lounge and host service that included first-class airline style seats, a coffee bar, a convenience store style concessions market, ticket desks without the unnecessary glass between customers and staff and an extended retail offering of branded and movie-related merchandise.

### **Education**

I graduated with Honors from Villanova University with a degree in Business Administration and a concentration in Marketing.

I also completed a three-year coach-training program at Coach University.

I am a master certified practitioner of Neuro-Linguistic Programming (NLP), the technology at the heart of Tony Robbins' transformative work. NLP is the study of how people form, engrain, and leverage their subjective experiences. The primary application of the modality empowers and emboldens clients to reframe their thinking, language, and behaviors to reach new levels of mental and emotional resourcefulness. The program consisted of 160 hours of study and application.

In August 2005, I began a Masters degree at the private, catholic University of San Diego. The degree is a Master of Science in Executive Leadership.

The two-year program was co-created with management legend, Ken Blanchard and his company, Ken Blanchard Companies.

I have been living in San Diego since 1997.

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