**Dave Garfinkel**

*Award-Winning Sales and Business Development Professional*

*A Servant Leader*

Mr. Dave Garfinkel is a thorough sales and business development professional. He has consistently developed operating and training systems that elevate the performance of sales teams to world-class levels, surpassing organizational objectives with top-rated customer satisfaction in a wide variety of settings and industries nationally and globally. His charismatic leadership and collaborative style builds, develops, and coaches’ sales teams that produce record results.

Not only a skilled inside and outside sales leader, he is also an award-winning personal producer, consistently exceeding personal and team goals and driving year-after-year performance improvements.

Mr. Garfinkel is currently the Worldwide Director of Sales at Real Estate Worldwide, a multi-faceted real estate investment education and training company with headquarters in La Jolla, California and additional offices in Scottsdale, Arizona. In this key leadership role, he developed operating systems and recruited and trained new sales team members for both B2B and B2C sales. The firm is technology based and Mr. Garfinkel applied Infusionsoft CRM, Slack, Drift Chat, Google Docs, Microsoft Office Suite, and company-proprietary member facing software products in managing sales operations.

Having developed sophisticated restructuring and turn-around skills early in his 20+ year career, Mr. Garfinkel redesigned the CRM flow processes, improving the cadence and sequence of calls for all sequential and product sales. He went on to overhaul the Product and Lead Flow systems and created a focused training program for new sales team members. The innovative training programs accelerated the time required to on-board new sales team members and enabled them to generate sales starting Day One post-training. His efforts produced significant results, with a 40% increase in total sales with ROI exceeding 80% on incremental sales.

He developed and implemented an Outbound Call Center to sell SaaS Real Estate data service from existing and new leads as an additional revenue channel. The new Call Center increased SaaS subscription sales volume by 300% with a net ROI to the company of 77%.

Prior to being recruited by Real Estate Worldwide, he was the Vice President of Sales for In-Shape Health Clubs, a group of California-based health clubs with 67 locations and ranked as one of the top 20 health club companies in the United States. As the company’s top sales executive, he led 500+ sales and operations team members with full P&L for $200M+ in annual sales, maintaining close collaboration with all departments across the company, including Marketing, IT, Purchasing, Facilities, Finance & Budgeting, HR and Member Services.

During his seven-year tenure, he amassed numerous successes driving sales, expanding accounts, developing new business, and increasing revenues and profits. To enhance sales team performance, he created innovative new consultative sales strategies and developed new training materials and protocols for all sales team members, driving net revenue up by 35% and increasing average unit monthly sales per sales team member by 25%. Implementing accountability-based KPIs for the Sales and Marketing Departments and integrating metrics into employee performance reviews further enhanced performance.

Taking his training initiatives even further, Mr. Garfinkel developed and implemented CRM training for all 500+ sales and fitness services team members, achieving 100% accurate automated data entry within 30 days and reducing contract errors from 30% to 0%, reducing expenses and increasing customer satisfaction.

*“Dave Garfinkel is a hard working and extremely driven individual. His extensive knowledge and understanding of sales and fitness in relation to the health club business helped him excel and lead an amazing team of individuals to new heights. Dave shows firsthand how the job is to be done and holds others accountable in a positive way. He was instrumental in shattering many sales records in a short amount of time.”*

Leading a cross-functional team of Marketing and IT team members, he spearheaded the development and implementation of a more user-friendly, sales-oriented website, driving 20% increase in overall lead traffic volume elevating total sales volume more than 30%, resulting in the most successful quarter in company history. Mr. Garfinkel’s leadership and management skills produced increases in membership receivables portfolio from $5M per month to $12M per month, representing 240% growth over a six-year period. He increased annual membership retention by 21% and reduced annual processing expenses more than $1M. The increased customer satisfaction resulted in a 250% increase in membership sales from referrals and increased guest referral traffic more than 200%.

Earlier in his career, Mr. Garfinkel founded and managed two successful health and fitness businesses - Workout4Life Health Clubs in San Diego, California and St. Louis Workout, a sister company in Missouri. He grew revenues from $700K to $12M in sales in less than 4 years at six locations, with EBITDA growing from $150K to $4M with gross margins of 48% on added sales from fitness accessories and supplements. Between 2009 and 2010, he implemented an exit strategy resulting in a successful sale of both firms, producing 4X-6X returns to all stakeholders.

For seven years, from 1990 to 1997, Mr. Garfinkel was employed by Bally Total Fitness Corporation, rising to executive leadership as a Regional VP for Sales & Operations for the fitness chain operating more than 400 facilities across the US, Mexico, Canada, South Korea, China, and the Caribbean. His responsibilities spanned multiple Midwest and Mountain States markets, successfully turning around under-performing operations. His efforts won him recognition as Top Performer for multiple years in National Sales Contests with designation as Elite Performer at the annual Company Convention and recognition as the #1 performing Regional VP companywide for three consecutive years as a result of Sales and EBITDA growth.

Mr. Garfinkel has always been heavily involved in serving his local community. He held positions as President, Vice-President, and Director of the Greater Del Mar Chamber of Commerce in Del Mar, California and was Vice President and Director and a Finance Committee Board Member of the Del Mar Merchants Association in Del Mar.

He is a Contributing Author for various North County San Diego periodical publications on Health, Fitness, & Wellness including the Del Mar Times, Rancho Santa Fe Review, Del Mar Village Voice, Coast News, and the Carmel Valley News.

Mr. Garfinkel’s education is impressive. He earned a Master of Science degree in Kinesiology from Western Illinois University in Macomb, Illinois and was awarded a Bachelor of Science degree in Education by Northern Illinois University in DeKalb, Illinois. He holds current State of California licenses as a Real Estate Salesperson and Life, Accident & Health Insurance and is a Certified Strength & Conditioning Specialist, a certification granted by theNational Strength and Conditioning Association.

Mr. Garfinkel currently resides in San Diego, California.