**Dave Garfinkel**

**VP – Sales / Operations**

(858) 722-1614

[delmarfit@gmail.com](mailto:delmarfit@gmail.com) ▪ <https://davegarfinkel.workfolio.com> <https://www.linkedin.com/in/davegarfinkel>

*Leadership / Strategy / Sales & Sales Management / CRM / Direct Sales*

*Operations Management / Business Planning / Budgets / Direct Marketing / P&L Management / Process Improvement / Marketing / Human Resources / Change Management / Sales Operations / Business Development / Management Consulting*

*Sales Management / Account Management*

Top performing entrepreneurial sales executive with significant successes in direct personal sales, sales team development and leadership, and business development. Leads integration of sales teams across multiple locations. Proactive problem solver with superior analytical skills and ability to present complex data persuasively. Exceptional project and team leader with strong skills in inspiring and motivating others by being able to adapt leadership styles for each unique situation.

Track record of turning around operations, originating and launching consultative sales strategies that elevate net revenue per sale and improving unit sales per month per salesperson.

* Known as Turnaround Expert with consistent successes improving sales, reducing expenses, and improving sales skills and team morale.
* Authored new Sales and Marketing Key Performance Indicators, driving sales to more than 125% of target.
* Launched digital lead generation and e-commerce membership sales systems, producing 20%+ increase in lead volume and improving sales volume more than company-wide.
* Created innovative sales training programs, enhancing early performance resulting in sales on Day One after completing training.

**MS** – Exercise Science, Western Illinois University

**BSED**– Physical Education, Northern Illinois University

Holds current State of California Real Estate Salesperson (#02058785) and Life, Accident & Health Insurance Licenses (#0L98332).

***Servant Leader / Sales & Operations Elite Performer***

**Career History**

**Worldwide Director of Sales**

**Real Estate Worldwide**

2018 – Present

*A multi-faceted real estate investment education and training company with headquarters in La Jolla, CA and additional offices in Scottsdale, Arizona.*

Recruited, trained, and led sales teams servicing global clients. Developed innovative operating systems for both B2B and B2C sales operations.

* Restructured Product and Lead Flow to enhance sales tracking, resulting in increased total sales 40% with ROI exceeding 80% on incremental sales.
* Redesigned CRM flow processes, improving cadence and sequence of calls for all sequential and product sales.
* Created a focused training program for new sales team members, reducing on-boarding time and generating incremental sales starting Day 1 post-training.
* Developed and implemented an Outbound Call Center to sell SaaS Real Estate data service from existing and new leads as an additional revenue channel, increasing SaaS subscription sales volume by 300%, with a net ROI of 77%.

**Vice President of Sales**

**In-Shape Health Clubs**

2010 – 2017

*A group of California-based health clubs with 67 locations, ranked as one of the top 20 health club companies in the United States.*

Led 500+ sales and operations team members with full P&L for $200M+ in annual sales. Maintained close collaboration with all departments including Marketing, IT, Purchasing, Facilities, Finance & Budgeting, HR and Member Services.

* Successfully launched digital lead generation, e-commerce membership sales, servicing, and contract processing, increasing membership volume and team efficiency.
* 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%.
* Developed new sales pricing, marketing, and compensation strategies, growing membership receivables portfolio from $5M per month to $12M per month, representing 240% growth over a 6-year period.
* Increased annual membership retention by 21% and reduced annual processing expenses more than $1M with new pricing strategy.
* Produced 250% increase in membership sales from referrals, increased guest referral traffic by 200%, and dramatically reduced employee turnover by implementing two new training programs company-wide for 1500+ team members.
* Drove 25% increase in performance by implementing KPIs for Sales and Marketing Departments and integrating metrics into employee performance reviews.
* Led cross-functional team of Marketing and IT team members to create 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.
* 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%.

**CEO**

**Workout4Life Health Clubs / St. Louis Workout**

1997 – 2010

*Workout4Life owns and operates health clubs in San Diego, CA*

Founded Workout4Life and sister company St. Louis Workout, acquiring investment partners, and developing all sales, marketing, operating and financial reporting systems.

* Procured real estate and equipment and negotiated real and personal property leases, vendor relationships, and acquisitions.
* 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 fitness accessories and supplements.
* Structured and executed exit strategy with successful sale of firm, producing 4X-6X returns to all stakeholders.

**Regional VP - Sales & Operations**

**Bally Total Fitness Corporation**

1990 – 1997

*An American fitness club chain with more than 400 facilities across the US, Mexico, Canada, South Korea, China, and the Caribbean.*

Led sales and operations teams in multiple Midwest and Mountain States markets, with responsibility for turning around under-performing operations by reducing customer service issues and increasing EBITDA.

* Successfully turned around market clubs’ sales, operations, cleanliness, customer service complaints, and increased EBITDA across numerous markets, earning recognition as "market clean-up man".
* Consistently improved sales by 100% within 60 days of implementing turnaround strategies and EBITDA within 120 days, improving club operations through expense reduction and elevating team member morale.
* Top Performer for multiple years in National Sales Contests with designation as Elite Performer at the annual Company Convention.
* Earned recognition as #1 performing Regional VP companywide for three consecutive years as a result of Sales and EBITDA growth.

**Additional Information**

**Community Service**:

Past President, Vice-President, and Director - Greater Del Mar Chamber of Commerce; Del Mar, CA from 1998 to 2002.

Vice President and Director - Del Mar Merchants Association; Del Mar, CA from 1998 to 2000.

Finance Committee Board Member - City of Del Mar, CA from 1999 to 2001.

**Contributing Author** for North County San Diego Periodical Publications on Health, Fitness, & Wellness from 1998 - 2004 including Del Mar Times, Rancho Santa Fe Review, Del Mar Village Voice, Coast News, Carmel Valley News.

**Certified Strength & Conditioning Specialist (CSCS) –** National Strength and Conditioning Association.

“*Dave is a true cross-functional leader. When we worked together, he was leading the sales team but he was truly integrated in operations and other facets of the business driving success and profitability. Dave gives 100% to the company's well being and is vested in each individual's success as well.*”

Executive Colleague