

David W. Kipnis

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MARKETING MANAGEMENT

Sales and Marketing Management / Market Research / Strategic Planning / Product Development

A seasoned marketer with extensive real-world and consulting experience in sales and marketing management in competitive markets. With goal of optimizing net revenues and absorption rates Translate market intelligence and consumer behavior, values, and lifestyles into market-based products, neighborhood designs, and effective marketing, merchandising and sales programs. Proficient in coordinating and directing diverse marketing elements through all phases of projects from concept through close-out. Solid leadership skills; able to build and guide top-performing sales and marketing teams.

Professional Experience

- ❖ Sales & Marketing Management
- ❖ Sales Training / Mentoring
- ❖ Market Segmentation
- ❖ Project Management
- ❖ Real Estate Sales
- ❖ Market Analyses & Evaluations
- ❖ Product Development
- ❖ Marketing Plans & Budgets
- ❖ Online Marketing
- ❖ Broker Price Opinions
- ❖ Management Consulting
- ❖ Marketing Communication
- ❖ Consumer Interviews
- ❖ Focus Groups
- ❖ Strategic Planning

Sonoran Lifestyle Real Estate, Scottsdale, AZ

December 2005 – Present

Project Manager / Associate Broker

Provides sales and marketing programs for client builders for projects in Arizona and Mexico, including single- and multi-family products in conventional and resort-oriented communities. Conduct market analysis, product definition; develop marketing plans and budgets, and directing sales and marketing operations for clients. Develops and manages advertising and promotion programs. Manage CRM and transaction management software. Assists in strategic planning, product development, community design and project processing. Conducts interviews and focus groups with prospective buyers. Provide Broker Price Opinions (BPO) on Short Sale Properties. Conduct short sale consulting.

Marketing Solutions, Phoenix, AZ

July 2002 – December 2005

Owner / Principal

Marketing and management consulting. Created and implemented marketing and promotion programs for mixed-use developments based on market, demographic and psychographic analyses. Developed buyer profile and product segmentation; online and media communication materials; develop consumer interview and focus group strategy for innovative product; assess homebuilder product, sales and marketing operations.

Visions Interior Design, Inc., Scottsdale, AZ

January 1999 – July 2002

Vice President / Marketing Director

Directed and conducted sales, marketing and promotion programs, including direct mail, collateral materials and presentations for model home merchandising company. Worked with clients in determining buyer profiles and appropriate merchandising themes. Directed model home photo shoots. Participated in merchandising installations. Developed and wrote text for initial website. Secured editorial placement in national homebuilder magazine. Oversaw company relocation, including site selection, lease negotiations and directed tenant improvements.

Community of Civano, Tucson, AZ
Marketing Director

November 1996 - October 1998

Created and implemented marketing, sales, and merchandising strategies and budgets for national prototype community with sustainable and "New Urban" themes. Project encompassed 1,145 acres, 2,600 residences, and a 100-acre commercial, industrial and retail center. Developed product mix and pricing segmentation. Directed research to determine general market acceptance of New Urban and Sustainability components. Developed marketing plan and budgets, including design and production of marketing, promotional, and sales materials. Sold parcels to builders. Participated in design of homes, community center and sales facilities. Directed production of legal documents, agreements, and ADRE submittals. Worked with appraisers to establish values of innovative land plan and product.

Coscan Arizona, Inc., Phoenix, AZ
Vice President, Sales and Marketing

March 1995 - September 1996

Managed sales, marketing, and merchandising programs for national homebuilder. Evaluated sites for acquisition and development. Determined product, pricing, and amenity mixes. Directed creation of advertising communications and media, sales offices, and interior merchandising programs and budgets. Managed seven site sales teams in Phoenix and Tucson, including recruiting, training, directing and motivating. Developed division Strategic Marketing Plan.

Co-Owner and Marketing Director
The Griffin Company Phoenix and Tucson, Arizona

December 1983 - March 1995

Directed market research and consulting operation, serving homebuilder, developer, investor, and lender clients. Experienced in developing comprehensive product, price, and amenity strategies in master planned communities. Proficient in uncovering market niches in highly competitive markets in pre- and post-RTC environments. Extensive consumer research, focus groups, and merchandising and market feasibility analyses. Conducted management consulting, sales training, sales evaluation and mystery shopping programs. In 1984, began "The Griffin Report", a quarterly housing study in Phoenix and Tucson. Responsible for client development, including developing collateral materials, presentation of market overviews and awards programs. Company started as independent new home sales company with research in support of client subdivisions.

Prior Experience

- ❖ Sold new homes, land and resale properties.
- ❖ Managed a three-office region for a national real estate company with a combined staff of approximately 120.
- ❖ Set up sales training programs for sales organizations in the US and Mexico
- ❖ Managed Guaranteed Sale and Contingency programs for national homebuilder.
- ❖ Opened and operated new-home sales division for national real estate company.
- ❖ At various times handled most operational aspects of home building company, including:
 - Custom home and on-site subdivision sales,
 - Custom home and production product design,
 - Construction supervision,
 - Estimating and purchasing,
 - Customer service, and
 - Packaging permanent financing

Other Affiliations

- ❖ Arizona Real Estate Broker's License
- ❖ Graduate Realtors Institute
- ❖ Certified Real Estate Broker/Manager

Education

Bachelor of Science, Public Administration-Management, University of Arizona - Tucson, Arizona

Other Proficiencies

Microsoft: Word, Excel, PowerPoint, Publisher, Outlook; Serif PagePlus, Adobe Acrobat, Photoshop, Builder CMS (CRM/Sales Software). Familiarity with MS Access, html, web authoring software and DVD editing software.