

David J. Vincent

April 23, 2026

Mayor Alicia Halvensleben
City of Waukesha
201 Delafield St.
Waukesha, WI 53188

Dear Mayor Halvensleben,

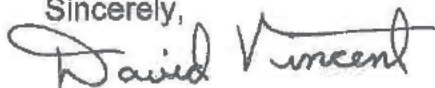
I am writing to express my interest in serving as Interim Alderman for District 11. Having lived in this district for more than 25 years, I have a genuine stake in its continued growth and quality of life, and I believe my background in leadership and stakeholder communication makes me well suited to serve its residents during this transition.

My career in sales leadership at companies including Hewlett-Packard and Epson has required me to manage competing priorities, build relationships, and represent the interests of the people I serve — skills that translate directly to council work. The concerns I hear most from neighbors are ones I share: maintaining our infrastructure, ensuring Waukesha's public spaces reflect the great city it is, and keeping a watchful eye on property tax burden. I would bring a practical, fiscally thoughtful perspective to both.

My interest in this role runs deeper than professional experience. My father served as an alderman in De Pere, Wisconsin when I was growing up, and attending those council meetings with him left a lasting impression. Watching him engage with his neighbors and work toward making his city better shaped my sense of what local government can be at its best. It is in that spirit that I offer my service to District 11.

I have enclosed my resume and welcome the opportunity to discuss how I can contribute. Thank you for your time and consideration.

Sincerely,



David J. Vincent

DAVID J. VINCENT

PROFESSIONAL SUMMARY

Strategic Sales Leader and District Sales Manager with a distinguished career in team leadership, profitability optimization, and cross-functional project management. Proven track record of driving significant revenue growth, including an **18% year-over-year increase at Epson** and a **57% increase at Hewlett-Packard**. Expert in cultivating high-performing sales environments, streamlining complex operations, and delivering critical market intelligence to corporate leadership. A dedicated professional leveraging analytical skills and economic acumen to achieve superior business results in fast-paced global environments.

CORE COMPETENCIES

- **Strategic Leadership:** Planning & Execution, Teambuilding, and Performance Coaching.
- **Sales Management:** B2B/B2C Strategy, Territory Development, and Relationship Management.
- **Data-Driven Operations:** Market Intelligence, Trend Analysis, and Salesforce/SAP Proficiency.
- **Corporate Communication:** Executive Reporting, Cross-Functional Collaboration, and Presentations.

PROFESSIONAL HISTORY

Akrit Refrigeration and Appliance Service | *Customer Service Specialist* | 2024 – 12/2025

- **Operational:** Oversee daily calls and regional service coverage, ensuring high engagement metrics and customer satisfaction.
- **Strategic Complaint Resolution:** Negotiate complex service and billing disputes, utilizing adjustments and refunds to maintain high customer retention rates.
- **Process Management:** Optimize service scheduling and billing cycles using integrated computer systems to ensure 100% data accuracy and departmental efficiency.
- **Business Development:** Proactively identify service gaps to upsell additional maintenance contracts and offerings to existing clients.

Epson (TROC) | *District Sales Manager* | 2023 – 2024

- **Exceptional Growth:** Achieved an **18% year-over-year sales increase** through targeted territory expansion and aggressive account development strategies.
- **Agile Market Intelligence:** Rapidly responded to urgent corporate requests for competitive product placement analysis and real-time sales data with minimal lead time to guide regional strategy.
- **Channel Partnership Management:** Cultivated and managed key regional accounts, increasing brand preference and market share through strategic alignment with partner goals.
- **Technical Training & Empowerment:** Designed and delivered high-level product demonstrations and technical training sessions for B2B partners, directly improving sales conversion rates.

Hewlett-Packard (2020 Companies & Marketsource) | *District Sales Lead* | 2015 – 2023

- **Pinnacle Performance:** Delivered a **57% sales increase** from Q1 to Q4 2020 and sustained growth with an **8%+ improvement in district account sales in 2021**.
- **High-Stakes Event Leadership:** Directed HP's branding and sales presence at premier regional events, including the Milwaukee Air and Water Show, maximizing brand exposure and lead generation.
- **Strategic B2B Training:** Led comprehensive Business-to-Business training and team development initiatives to reproduce success across the Southern Wisconsin market.

- **Market Representation:** Served as the "voice of the customer," providing internal departments with competitive insights and trend analysis to guide product development.
- **Team Development:** Managed a high-performing team of Event Sales Representatives, serving as the lead trainer for new hires and facilitating regional Office Depot training sessions.

KM Tools | Inside Technical Sales Representative / Account Manager | 2012 – 2015

- **Operational Excellence:** Engineered a new returns and repairs process that reduced turnaround time and improved client satisfaction while training multiple new employees.
- **Financial Risk Management:** Established and monitored customer credit limits while managing high-volume accounts receivable to ensure healthy cash flow.
- **Consultative Sales:** Provided technical machining solutions and supply chain management consulting, helping clients reduce costs while increasing productivity.

Gander Mountain | Firearm Sales Supervisor | 2010 – 2013

- **Leadership & Coaching:** Supervised and coached a team of 21 salespeople, fostering a high-performance environment focused on product expertise and sales excellence.
- **Customer Relationship Management:** Exceeded expectations in delivering value and building rapport, resulting in a high rate of repeat customers and over 50 positive customer commendations.
- **Sales Strategy:** Consulted with customers on product selection to maximize store revenue while ensuring outstanding service and technical product knowledge.

ADDITIONAL CAREER MILESTONES & GLOBAL EXPERTISE

This section highlights foundational achievements and specialized skills developed throughout an extensive career in international business and product/project management.

- **Global Market Strategy:** Successfully managed North American cross-functional teams to lead integrated global marketing strategies and standardized production guidelines.
- **Crisis Leadership & Regulatory Liaison:** Served as a primary North American contact for international recalls and acted as a key member of international advisory committees, coordinating with affiliates in Mexico, Brazil, Denmark, and Argentina.
- **Multi-Site Project Management:** Led the coordinated restructuring of 256 intranet sites involving 750+ site administrators, significantly increasing business cohesion for a major healthcare provider.
- **Award-Winning Performance:** Recognized with the **Most Valuable Sales Supporter Award** for producing significant bottom-line impact through exceptional sales development and customer retention strategies.
- **Efficiency & Margin Optimization:** Spearheaded initiatives that produced a **66% reduction in customer complaints** and a **12% reduction in service department costs** through standardized purchasing agreements.
- **High-Volume Team Supervision:** Previously managed and coached sales teams of up to 21 personnel to maximize revenue and exceed customer service benchmarks.

EDUCATION & AFFILIATIONS

- **BS Molecular Biology, Minor in Economics** – University of Wisconsin, Milwaukee
- **Member:** Association of International Product and Marketing Managers (AIPMM)
- **Volunteer:** Waukesha Women's Center
- **Software:** Experienced with MS Office Suite, SAP, E-pass, Adobe Photoshop, PageMaker, and CimPro.