



STEVEN DAVID

Initiator
DISC Type : Di

Vice President Marketing - DTC & Media at PUMA Group
Greater Boston, United States

Overview

Steven is a seasoned marketing executive with expertise in driving brand positioning and revenue growth for major consumer brands like PUMA and Clarks. A graduate of Worcester State University, he specializes in brand turnarounds and digital innovation. Colleagues describe him as strategic, agile, and an inspiring leader.

He once led a CRM strategy at Clarks that acquired 1.5 million new consumers in just 16 months.

👉 Personality Overview

Risk-Accepting **Impact-Oriented** **Confident**

They usually prefer to drive the conversation. They don't mind taking a stand if they believe in something. They respond well to objective pitches but also attach some value to relationships.

👉 Topics They Care About

DTC Marketing
His current role at PUMA involves building and leading a fully integrated Direct-to-Consumer marketing organization, covering everything from brand media to retention.

Brand Turnarounds
He has a proven track record of leading brands through growth and turnaround cycles, including spearheading a full brand reset initiative at G-Form.

Building Team Culture
Identifies himself as a "Culture Builder" in his headline, a quality reinforced by recommendations that praise his ability to motivate and inspire his teams.

Strategic Partnerships

While at Clarks, he developed and managed key partnerships with major retailers like Kohl's and Amazon, leading to multi-million dollar sales growth.

Boston Celtics

[Predicted] Based on his education at Worcester State University and career with Boston-based PUMA, he may have an affinity for local sports teams.



Media Appearances

Steven has no verified media appearances

Work History

- 12-2024
Vice President Marketing - DTC & Media at PUMA Group
- 11-2021 - 12-2024
Vice President Global Marketing & E-Commerce at G-Form
- 4-2021 - 11-2021
Vice President Marketing at Curaleaf
- 10-2019 - 6-2020
Vice President, Americas Marketing at Clarks
- 3-2017 - 10-2019
Vice President, Commercial Marketing at Clarks

Education

- 1984 - 1989
Bachelor of Arts from Worcester State University
- 9-1980 - 1984
Education details unavailable from Grafton Memorial Senior High School

More Information

Social Presence :



Prographics :

Exp : **34** Location : **Greater Boston, United States** Job Level : **Senior**

Designation : **Vice President Marketing - DTC & Media at PUMA Group**

Insights For Selling To Steven

👉 During A Call Or A Meeting

DO's

- Look like someone who is on top of their game
- Get them to a point where they are ready to bat for your product internally
- Keep your pitch focused on the impact but insert some anecdotes into it

DONT's

- Don't be unorganized, be prepared for the pitch
- Don't be too verbose or overly friendly; a little bit, however, is fine
- Don't be very informal even if they are being so themselves

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Steven, this is [user_fname] at [user_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Steven is

- *Confidence in the product's value is critical, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Steven

- *They will not hesitate to say no if they do not develop conviction.*

Insights For Deal Planning

How Fast (Or Slow) Will Steven Move?

- *They can take fast decisions if they develop conviction in the product and find you trustworthy.*

Can Steven Take Some Risk Or Not?

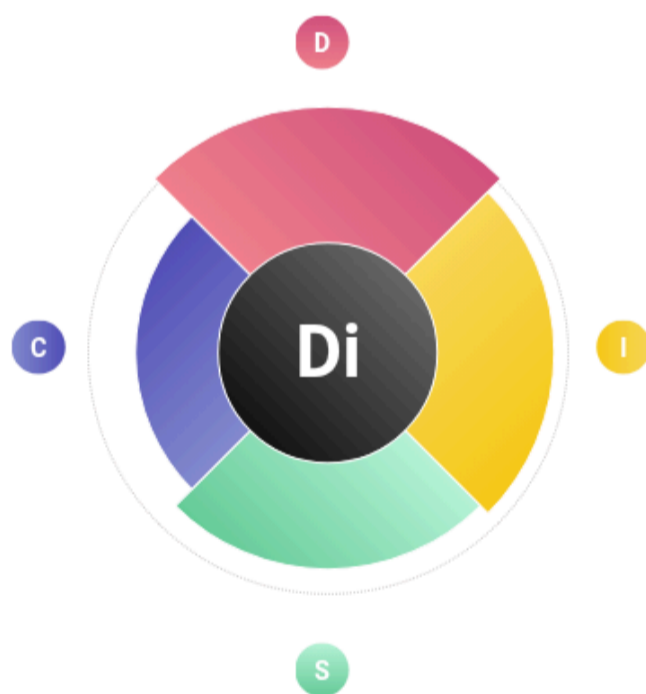
- *They have the capability of taking risky decisions if necessary.*

You And Steven

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Steven's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.