



# David A.

Retail industry management and operations veteran.  
IBEC consultant since 2012.

## Expertise

Management. Business operations. Budgeting. Expense control. Leadership and goal completion. Crisis management. Team building. Process improvement.

## About David

During his 33-year career with Hallmark Cards, Inc. David (Dave) served in a variety of retail operations management positions. As Director of Field Operations for Hallmark’s 225 corporate stores nationwide, Dave was accountable for sales, overall gross margins and bottom-line profits as well as marketing and in-store promotions for the corporate store network. Dave’s positions in market and merchandise testing gave him extensive experience with market research and product testing. He also developed deep expertise in retail loss prevention, developing a loss prevention department for the Hallmark Corporate Store Retail Group as well as consulting with private retail owners on all aspects of operations, including loss prevention.

Since retiring from Hallmark, Dave has served as a consultant for several non-profits dedicated to job creation and improving people’s lives. Dave joined IBEC Ventures’ consulting team in 2012 and has contributed to business planning, budgeting, relocation plans and strategic plans for IBEC clients, including a company relocating from Arkansas to Nepal.

Dave and his wife are active members of Lee’s Summit Community Church where he served as a Marriage Mentor for newly engaged couples. He also supports several Kansas City area organizations that provide free pregnancy testing, ultrasound and counseling for women and their partners facing unexpected pregnancies.

## Experience

Philippines Micro-Loan Ministry	Board of Directors Member	2013 – present
IBEC Ventures	Consultant	2012 – present
Jibu (water purification in Africa)	Consultant	2012 – present
Hallmark Cards	Manager of Loss Prevention	1977 – 2011
	Field Operations Director – Retail	
	Manager of Test Store Concepts	
	Manager, Retail Operations	
	Market Test Manager	
	Regional Manager	
	District Manager	
United Missouri Bank of Kansas City	Manager of Paying and Receiving	1973 – 1977

## Education

University of Central Missouri	Masters studies
Graceland University	BS, Business and Economics