DAVE W. BALL

GROWTH & DEMAND GENERATION LEADER / SALES + MARKETING + REVENUE SYSTEMS

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I build growth that becomes revenue.

I started in acquisition. At Design Pickle, I helped build the company's first sales team and went on to lead both Sales and Marketing. That experience changed how I approach growth: connect the campaigns, the handoffs, the conversion experience, and the customer economics. Today I apply that same perspective to CRM automation and AI-enabled revenue workflows.

EVIDENCE, NOT ADJECTIVES

$1.85M estimated revenue | LinkedIn-published Design Pickle campaign; 463 signups, including 64 Pro plans, over six months.

19% lower cost per signup | $327.41 vs. $403.34 on other platforms, according to LinkedIn.

20+ people led | Built Design Pickle's first sales team; led teams across Sales and Marketing.

47% lower CPL + $1M attributed revenue | DriveTime acquisition optimization and automated lead nurture.

LEADERSHIP EXPERIENCE

INDEPENDENT GROWTH & REVENUE SYSTEMS | Scottsdale, AZ — 2024 - Present

Growth operations, CRM workflows & applied AI

Hands-on systems work focused on the operational gaps between an incoming lead, an accountable owner, and a measurable outcome.

- Designed and tested intake rules that distinguish new opportunities from repeat inquiries, propose CRM updates when a match is clear, and flag ambiguous cases for human review.
- Prototyping structured knowledge bases and AI-assisted customer conversations; validating source attribution, CRM routing, follow-up, and human escalation before broader deployment.

APEXDROP | Remote — Apr 2022 - Feb 2024

VP of Marketing

Led performance marketing strategy, optimization, and analytics across acquisition programs.

- Built data-centered frameworks for funnel analysis and campaign optimization; established KPIs and dashboards to guide marketing decisions.
- Mentored analysts and marketing managers, connecting measurement, experimentation, and day-to-day execution.

DESIGN PICKLE | Scottsdale, AZ — Mar 2018 - Feb 2022

VP of Sales & Marketing | Director of Demand Generation | Director of Acquisition

Progressed from acquisition leadership into building the company's first sales organization and ultimately leading both functions. Served on the leadership team while company ARR grew from approximately $5M to $25M.

- Built and led the first sales organization; grew cross-functional Sales and Marketing leadership capacity to 20+ team members.
- Directed a $2M+ multi-channel acquisition budget across paid search, paid social, and account-based programs; refined targeting, conversion paths, and funnel measurement.
- Led the LinkedIn acquisition program highlighted in a 2020 customer case study: $1.85M in estimated campaign revenue, 463 signups, and 19% lower average cost per signup over six months.
- Expanded measurement beyond immediate sales to include checkout starts and other leading indicators of purchase intent, improving visibility into delayed conversions.

EARLIER LEADERSHIP & DIGITAL GROWTH

DRIVETIME | Tempe, AZ — Apr 2016 - Mar 2018

Assistant Director of Marketing

- Reduced cost per lead 47% by optimizing paid acquisition and the lead-conversion funnel.
- Introduced event-based lead nurture automation that generated $1M in attributed revenue.

ALL IN MEDIA HOUSE | Scottsdale, AZ — Sep 2014 - Feb 2016

Director of Marketing

- Built an internal demand generation team, establishing the operating processes and coaching needed to execute in-house.

HARLEM GLOBETROTTERS INTERNATIONAL | Phoenix, AZ — Sep 2010 - Sep 2014

Director of Digital Marketing

- Led digital marketing and online ticket-purchase optimization, including remarketing, audience segmentation, and conversion improvements.
- Supported record ticket sales in three of four seasons through conversion-focused digital marketing programs.

NETPRO COMPUTING / QUEST SOFTWARE | Phoenix, AZ — Sep 2000 - Nov 2008

Director of Internet Strategy & Brand | Interactive Services Manager | Webmaster

- Progressed through web and digital leadership roles, directing internet strategy, digital acquisition, and brand initiatives for an enterprise software business.

OPERATING STRENGTHS

Demand generation • B2B SaaS & subscriptions • Full-funnel growth • Sales/marketing alignment • GTM strategy • CAC & LTV • Attribution • Paid media • ABM • Conversion rate optimization • Lifecycle automation • Team leadership • CRM systems • AI-enabled workflows

PLATFORMS & EDUCATION

Platforms: Google Ads, LinkedIn Ads, Meta Ads, GA4, HubSpot, GoHighLevel, Salesforce, Marketo, Looker, Tableau, VWO, Optimizely.

Education: A.S., Web Design & Interactive Media, The Art Institute of Pittsburgh.

INDEPENDENT VALIDATION

Featured in LinkedIn Marketing Solutions' Design Pickle customer story (April 2020). Recommended by Russ Perry, CEO of Design Pickle (February 2022).

"His operational style will bring certainty and calm to a team from his proven, data-driven experience on how to make an impact." - Russ Perry, February 2022