

# ABOUT ME



David White  
Director of Sales  
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David White is a seasoned professional with a knack for driving sales success in the competitive arena of specialty markets. As the Director of Sales for ChromaScape, David oversees the Specialty group, where his primary objective is to optimize the performance of the sales team. With a strategic approach, he coaches, teaches, directs and motivates his team to achieve their utmost potential. His goal is clear: to enhance customer acquisition, retention and growth. David places a strong emphasis on value selling, adept contract negotiation and the art of closing deals. His leadership style is centered around ensuring his sellers have all the necessary tools and resources at their disposal to thrive in their roles. With his guidance, the sales team at ChromaScape is poised for continual success.

David brings a wealth of experience and a proven track record in the realm of colorants and additive dispersions. Throughout his career he has adeptly overseen teams of multiple sales managers, driving impressive revenues. His leadership consistently surpassed annual operating plans, and he was instrumental in co-leading large-scale training sessions and conducting Customer Centric Selling (CCS) training, enhancing both team performance and customer satisfaction. With a keen focus on results and a dedication to excellence, David consistently demonstrates his ability to drive growth and success across all levels.

David graduated from Central Michigan University in Mount Pleasant, Michigan with a Bachelor of Arts in Business Administration.

Outside of his professional endeavors, David enjoys spending quality time with his family, including his wife Marcia, daughter Meredith and son Cameron. An avid outdoor enthusiast, he finds joy in dirt bike and mountain bike riding, as well as skiing adventures alongside his son. When the opportunity arises, he relishes a round of golf. Having relocated to Charlotte, NC, from the Detroit area eight years ago, David has embraced the vibrant lifestyle of his new surroundings. He delights in cooking and entertaining, sharing his passion for food and hospitality with friends and family. Despite the distance, he remains a loyal supporter of Detroit sports. Through a balanced blend of family, outdoor pursuits, culinary endeavors and sports fandom, Dave finds fulfillment beyond the confines of his professional life.

## Top Skills:

Sales Coach and Mentor • Customer Relationship Management • Competitive • Talent Growth

## Specialties:

Colorants and Additives • Dale Carnegie Sales and Leadership Training • Sandler Sales Institute Training

## Experience:

Avient Corporation (formerly PolyOne): **Regional Sales Manager**

ColorMatrix: **Regional Sales Manager/ Sales/Account Manager**

THD America, Inc.: **Territory Manager**

DWJ Sales, Inc.: **Independent Sales Representative**

Eclipse Mold Inc.: **Independent Manufacture Sales/Account Executive**

