**David F. Maruna II**

704-641-0487(m)

david.maruna@gmail.com

Marketing and business development leader with extensive experience driving strategic programs for global organizations. Thought leader on brand enhancement and activation, end-buyer CX, and customer-obsessed programs. Relationships builder with a proven track record of enabling customer relationship to grow revenue.

**WORK EXPERIENCE**

***Pearl Certification***

***Vice President, New Construction***

***May 2022 – Aug 2023***

Stood up a new construction division for a national leader in home performance certification. Developed the business plan which outlined brand and go-to-market strategies to bring third party certifications and the Green Doon customer portal to new construction builders. Developed builder success program to ensure customer retention, loyalty and upsells.

***Rheem Manufacturing***

**Sr. Manager, Healthy Building Technologies**

**May 2021 – May 2022**

Responsible for the development and execution of a healthy building strategy for Rheem. Partnered with product management, engineering, marketing and sales to align on six key foundational areas to launch branded products for the Rheem and Ruud brands: 1) Ventilation, 2) Dust -Pm 2.5-, 3) Moisture, 4) Thermal Health, 5) Water Quality and 6) Ventilation. Partnered with IAQ product OEMs to design and launch a line of products with a road map to commercialize products within six months (commercial) and 12 months (residential). The strategy and execution plan for Rheem / Ruud closed gaps compared to industry peers, and also allowed for innovation via strategic partnerships with leading edge IAQ technologies.

***RTIQL8, LLC***

**Founder and CEO, May 2020 – May 2021**

Launched a boutique management consulting firm focused on providing solutions to companies looking to navigate the emerging dynamics of value-based partnerships and sales strategies in the healthy buildings segment. Key accomplishments:

Developed the strategy for a building energy management technology firm and consulted on acquisitions in the HVAC vertical.

***Trane Technologies***

**Marketing Leader, *TRANE® Residential*: October, 2018 – May 2020**

Strategic marketing leader for the Trane, American Standard and NEXIA Smart Home Technology brands for the Residential New Construction (RNC) and Multi-Family (MF) segments.

* Proven impact supporting segments with aggressive double-digit growth goals. Highlights include: 15 strategic builder agreements signed in 12 months, extended industry partnerships to expand TT’s though leadership in building science and Net Zero (NZE) and Zero Energy Ready Home (ZERH) programs. Elected to the EEBA.org Board (Q4 2019).
* Executed 16 in-market pilots based on moving the business beyond equipment and into services and outcomes-based offerings. Partners include: DPIS, GreenFiber, PEG, Elev8 Homes, Century Communities, Huber and METUS.
* Worked with the Strategic Accounts leadership team to re-assess and articulate regional RNC and MF strategy. Focused on winning in local markets disrupting the purchase process, integrated content marketing campaigns, and loyalty and training programs for dealers and builders.
* Led digital transformation for segments with holistic, customer-centric approach. Combined native advertising, landing page optimization and brand extensions (*Tranquility* by Trane) to drive the highest marketing ROI in the business unit

***Ingersoll Rand (now Trane Technologies)***

**Product Management Leadership Development Program (PMLDP): October, 2016 – October, 2018**

* Led a cross-functional team to expand the IR e-Commerce channel with 150% YOY growth. Led services product management team for the $875 Million global Contact Cooled Rotary (CCR) compressor portfolio.
* Led a cross-functional team in Commercial HVAC to grow share for the Calmac Thermal Energy Storage (TES) solution. Grew TES pipeline by 25% increasing projected tank sales from 6300 to 8000 for a projected revenue impact of $63,750,000. Actions led to the acquisition of Calmac by Trane in Q4 2017.

***Leading Edge Ventures, LLC***

**VP, Marketing & Sales: June 2010 – October 15th 2016**

Led the business development and marketing efforts of a full-service business consulting firm which provides brand marketing, strategic innovation and design consulting services for clients who produce, develop, or deploy consumer packaged goods and technical equipment in the outdoor and tactical industry.

***Strijder Group Holdings, LLC***

**President and Founder:August 2008 – December 2014**

Founded Strijder Group Holdings, LLC (d.b.a. SGK9), a K9 training and government services company tailored to Special Operations canine components. Led the evaluation and due diligence of new business opportunities including the review, valuation, and negotiation of contracts. Increased annual revenue from $184,000 to over $2.5M in eighteen months.

***Intelligence Community***

**Director – Business Development & Senior Program Manager: July 2002 – July 2008**

Coordinated, lead and produced proposals for contracts valued at over one billion dollars. Responsible for directing a major contract effort, which finished first overall on a USG ID/IQ bid process. Program manager for a $2.4 Mil US Government ID/IQ contract to provide worldwide operations in and specialized services in support of national objectives. Responsible for vetting, hiring, training, equipping and deploying contractors to Afghanistan, Iraq, Israel, Lebanon and Pakistan.

***U.S. NAVY***

***SEAL Team EIGHT* - Operations Officer: August 1995 – July 2002**

Third in command of a 300-man SEAL TEAM. Responsible for training, equipping, and deploying eight operational SEAL Platoons to the European Theater. Refocused a $1.5 Mil budget to support major tactical, doctrinal, and individual perstempo changes throughout the Naval Special Warfare Community.

Special Missions Commander *- KFOR SOCCE 090* - Operational Commander of a 40-man joint special reconnaissance element composed of SEALs and Army Special Forces. Planned, coordinated, and executed full spectrum special operations missions.

**EDUCATION**

**Darden Graduate School of Business Administration, University of Virginia. MBA, 2016.**

Marketing Concentration**.** Winner of the inaugural Darden “Emmy” in Social Media.

**United States Naval Academy, Annapolis, MD. Bachelor of Science, 1995.**

Graduated with Merit (top 5%). Recipient of an independent study program in Political Philosophy. Winner of the Pitt Poetry Prize.

**AWARDS/PATENTS/PUBLICATIONS/ARTICLES**

* “An Open Letter on Leadership” [www.linkedin.com/pulse/open-letter-leadership-david-maruna/](http://www.linkedin.com/pulse/open-letter-leadership-david-maruna/) March 2018.
* “R&D 100 Award” with Carbtex Technology, Inc. for Diamondown™, a high-tech carbon-based fiber. R&D Magazine recognizes the award as the 100 most technologically significant products introduced in the prior year, 2013.
* “Quick Release Body Armor Garment”. U.S. Patent Number 13/464,523. The quick release garment has a release that allows the various garment components and optional accessories to be released from the wearer and remains in substantially one piece for controlled doffing by a wearer.
* “Discrete Operations: Pattern Recognition and Risk Mitigation in the High Threat Security Industry” International Association of Counterterrorism and Security Professionals, 2006.
* “Duty Honor and the Commission” Proceedings, June 1994.
* “Faces of Honor” Proceedings, accepted for publication, 1995.

**ADDITIONAL INFORMATION**

* **Energy Efficient Building Association** (EEBA.org), Board Member 2019-2020
* **The Arts Empowerment Project**, Board Chair 2019-2021
* **The Mint Museum,** Board member January 2021 - Present