

**David S. Peck**  
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***Career Summary***

Approximately 18 plus years of experience in management, marketing, sales, business development, budget planning and financial consulting. Successful professional with a proven track record in challenging and competitive situations. Particular expertise in facilitating client business relations and strategic planning through profiling and analyzing business's needs as it relates to it's overall growth and expansion requirements.

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***Education***

**California State University, Fullerton: B.A.** Business with emphasis on International Marketing  
**University of Phoenix: M.B.A.** Graduate study in Business Marketing

***Highlights of Qualifications***

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| • Interactive group facilitator and practical problem solver | High energy and results oriented self-starter              |
| • Creative ability to “close the deal”                       | Strong interpersonal relationship and team building skills |
| • Strong communication and presentation skills               | Flexible, tenacious, and resilient                         |
| • Strong Knowledge of Credit and Financial Spreading         | Ability to build relationships from the ground up          |

***Professional Experience***

**Vice President, Business Banking Lending Officer II**  
Guaranty Bank, Fresno, CA

**4/2007 to 5/2007**

Responsible for soliciting a full range of banking services to small businesses with emphasis on client contact, sales and services. Provide sales and marketing support to Business Banking initiatives in an assigned network of retail bank branches. Responsible for management of a portfolio of a small to medium size businesses and routine accounts. (\$500M-\$35MM) Retained and strengthened current relationships and sought to develop new business. Effectively manages the loan process from origination through booking. Analyze, structure, underwrite, price, and negotiate credit requests based on risk and value of the relationship. Responsible for interpretation of financial statements applied to business accounting and finance principles. Proficient in Windows based software.

- Responsible for overseeing the referrals for **32 branches**
- Booked **\$500,000 in new loan** my second week on the job

**Commercial Loan Officer**  
Wells Fargo Bank, Fresno, CA

**6/2005 to 4/2007**

Responsible for generating new small business loan (sales) volume through new and existing profitable business relationships with businesses that create value for the customer and yield loan commitments. Assess, profile, and analyze small businesses.(\$500M-\$25MM) financial needs and proposes customized packages of financial products and services. Effectively manages the loan process from origination through booking. Analyze, structure, underwrite, price, and negotiate credit requests based on risk and value of the relationship. Responsible for interpretation of financial statements applied to business accounting and finance principles. Proficient in Windows based software.

- Booked **\$5,000,000 in new loans** first quarter of 2007 and **\$4,000,000 in new loans** second quarter once left the bank
- **Second most loan production** in Central Valley and in **Top 10** for all of California
- Earned “**most likely to succeed in my new role**” by my peers

**Asset Based Lending Institution, President/Owner**  
AmeriCap Financial, Fresno, CA

**10/2000 to 6/2005**

Own and operate a **\$4 million** commercial financial placement business. Responsible for all day-to-day marketing and financial operations including, staffing, contracting, financial negotiations and expansion efforts.

**Retail Company, President/Owner**

**05/1996 to 10/2000**

LCR Co., Newport Beach, CA

Own and operate **\$1,000,000** Retail and Internet tobacco and related product company. Responsible for all day-to-day marketing, financial and business operations.

**Director of Business Development**

**08/1994 to 05/1996**

Pine-Grove Hospital, Canoga Park, CA (Tenant Healthcare Systems)

Provide overall hospital strategic marketing direction for a **\$16,000,000** hospital. Oversee and manage all hospital guest and public relations and contract with managed care providers. Provide liaison between hospital administration and physicians. Problem solve on a case by case basis regarding patient care as it relates to overall system improvements pertaining to managed care, public relations, guest relations and all marketing related planning.

- Increased daily census by **30%** over first 8 months and successfully recruited 5 of the areas top physicians
- Increased number of capitated/shared risk contracts at a rate of 1 per month through creative contracting (i.e. guaranteed length of stay, tiered per diem, case rate, etc.)
- Increased relations with several area hospital and referral facilities by **80%** leading to the number one referred facility in the region

**Manager, Senior Health Plan Marketing**

**09/1992 to 08/1994**

Mullikin Medical Centers, Artesia, CA (MedPartners)

Responsible for corporate-wide management of all marketing/sales functions, development of marketing strategies, media relations, print collateral, advertising and promotions, budget and productivity analysis, marketing research and new member enrollment for a **\$300 million** multi-specialty medical group and hospital system. Responsible for all marketing and collateral material for all regions consisting of over 50 locations throughout all of California

- Introduced several proposals approved by administration ultimately leading to an increase of **10%** in overall profits
- Increased new member enrollment from **350 to over 1300** per month and organized sales events to increase member attendance by more than **300%** leading to new enrollment
- Reorganized corporate wide marketing functions to account for **85%** of all new business
- Introduced ethnic marketing plan targeted at low-income families leading to increase of **21%** in this sector

**Director of Marketing/Sales**

**09/1989 to 07/1992**

Greaney Medical Group, Anaheim, CA

Responsible for managing all marketing/sales functions, development of marketing strategies, physician recruitment, employee sales training program, fund-raisers, worker's compensation medical-legal program, budget and productivity analysis, market research and all proposal development for a **\$10 million** specialty medical group. Development a complete marketing and sales business plan to increase client base while maintaining budget restrictions.

- Created and launched a case management program increasing revenues by **15%**
- Re-organized all marketing functions to account for **85%** of all profits
- Earned most commission in medical groups history
- Aligned medical group with insurance industry and surrounding community increasing daily census from **25 to 125** per day and contracted with several sister hospitals and managed care companies increasing PPO network and medical legal referrals to over **5000** annually