

David V. Pronenko

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Objective / Capabilities Summary

- To produce new revenue by integrating my unique business experience and skills into productive long term intercompany and client level relationships.
- 28 years of business experience / Produced sales in excess of \$100 Million in career revenue.
- Highly trained sales representative / Experienced marketer and manager / Top flight researcher and strong negotiator.
- Detail oriented / Technically capable and creative problem solver. Exceptional motivator of Sales, Leasing, and Brokerage Personnel / Able to recruit, train, coach, sell, motivate and mentor individuals and teams.
- Skilled Cost and Investment Analyst / Results and solution oriented / Accountable and exercises personal and company ethics at all times.

Work Experience

VP, Brokerage

11/2001 - Present Winner-Baird Real Estate, Inc., Corona, CA

- VP, Brokerage for Winner-Baird Real Estate, Inc. In a period of three years, created, represented and successfully negotiated through to close \$36 million in transactions for clients in commercial and residential real estate.
- Accomplished in commercial, land and residential oriented transactions with special expertise is multifamily 2-4 units and apartment investment income properties.
- Created website successful in reaching investors looking to buy and or sell multifamily income properties. Visit www.InlandEmpireIncomeProperties.com for preview.
- Provide the following revenue generating client services:
 - Seller (Disposition) and Buyer (Acquisition) representation
 - Identification of investment opportunities based on specific client criteria
 - Property research / development of strategic sale or acquisition plans and approach
 - Sourcing of prospective investments / acquisition due diligence / lender sourcing
 - Create, negotiate, evaluate, counteroffer contracts in negotiations according to investor criteria / market conditions
 - Strong working knowledge of ordinances, within Inland Empire City / County Jurisdictions
 - Create actual and pro forma investment analyses providing ROI scenarios
 - Investigate, identify and apply market and industry trends to transaction with emphasis on performance and investment impact
 - Represent and assist clients in 1031 / Reverse 1031 exchange compliance
 - Provide economic, market and investment updates to clients as needed
 - Recruited, trained, directed and mentored licensed real estate agents.
 - Created cooperative commission structures along with override components
 - Established business plan geared to building and capture targeted commissions / inventory in specific regional markets.
 - Trained in representing distressed properties and assisting distressed property owners / mortgage holders.
 - Established "foothold" websites by region geared to servicing the foreclosure / short sale market. Visit www.InlandEmpireShortSaleAgent.com / www.ShortSaleSpecialistOrangeCounty.com for preview.

Vice President of Worldwide Sales & Marketing

1/1998 - 1/2001 Minds@Work Inc, Irvine, CA

- Spearheaded worldwide sales and marketing for a product called the Digital Wallet, a portable storage device for Digital Cameras.
- Created and managing all aspects of marketing from product packaging, establish distribution into Europe, establish U.S. retail shelf representation among major domestic retailers.
- Created and executed strategy to attend and generate sales at Computer Dealers Exhibition (Comdex), Consumer Electronics Show (CES) in Las Vegas, Nevada and CeBit in Hanover, Germany.
- Managed the creation and maintained e-commerce web site which successfully sold Digital Wallets after market products worldwide 24/7.
- Created retail sell-through relations with companies to sell the Digital Wallet to the consumer at the following retailers:
 - Best Buy • Circuit City • New York's famed J&R Music World

President

1/1994 - 1/1998 Corporate Extensions, Mission Viejo, CA

- As a result of industry reputation, contacts, sales performance and an understanding of key West Coast accounts, established a magazine rep firm geared to represent regional interest for national magazines.
- Consulted on fee retainer basis with companies in the software and internet industries establishing sales, marketing and internet based programs.
- These companies included:
 - Digital Photography Review • SunWorld Magazine • CyberGold • Prism Software • Delta Internet Services

Western Region Mgr. - Discover Magazine

1/1992 - 1/1994 The Walt Disney Co., Burbank, CA

- Recruited by Walt Disney Company to represent Discover Magazine. As Western Region Manager, responsibilities included representing the Discover Magazine brand, selling advertising, addressing and managing the unique product marketing needs of clients in 13 western states. Regularly reached and surpassed company sales goals for the region.
- Clients of responsibility included:
 - Lockheed Martin • McDonnell Douglas • Northrop Grumman • Amgen
 - Genentech • Oral-B Labs

Western Region Manager - Road & Track

1/1987 - 1/1992 CBS Publishing / Hachette Filipacchi, Newport Beach, CA

- Recruited by CBS Publishing's Associate Publisher and named Western Region Manager for Road & Track Magazine.
- Earned the prestigious honor of being a "Top Producer" breaking internal sales records which resulted in personally hosting Road & Track clients at the "Monaco Grand Prix Extravaganza" in Nice, France. International travel was provided by the way of the Concorde.
- Worked closely with clients to develop unique marketing and positioning opportunities in the fold of the magazine. One of which resulted in the launch of the highly successful Lexus LS at the time competing directly with Mercedes Benz. Calling on and developing key relation with advertising agency, Team One Advertising was integral to the success of the launch and program.
- Client list consisted of companies such as:
 - Toyota • Mazda • Mitsubishi • Lexus • Honda • Kawasaki

Western Region Manager

MicroMarketWorld - NetworkWorld - InfoWorld

1/1982 - 1/1987 International Data Group Inc., Irvine, CA

- Represented multiple IDG Communications computer technology oriented publications. IDG is known worldwide as the largest publisher of computer oriented magazines.

- Held numerous key West Coast posts as Western Regional Sales Manager. These positions were achieved as a result of performance promotions to higher valued properties within the IDG publishing group.
- Initially started with Micro Market World (a channel of distribution oriented publication for computers) and became the number one ad page sales leader representing this fold.
- Was internally recruited and promoted to re-launch On Communications to what is now known as Network World (the leading network technology oriented publication for mission critical managers in Corporate America). Became ad page leader as a result of understanding marketing challenges at the manufacturer product support and distribution levels and integrating Network World as a solution.
- Promoted to represent IDG's flagship publication, InfoWorld as Western Manager. Built the West Coast region to be the sales leader to number one over all regions nationally. Regularly broke and added new advertisers on to the folio roster.
- Propelled new business relationships resulting in significant company revenue gains by doing business with companies such as:
 - Microsoft • 3Com • Hewlett Packard • Dell • Gateway • Apple

Education

2010 Certified Distressed & Luxury Distressed Property Designation (Short Sales, REO)
 2006 State of California Real Estate License Continuing Ed Requirements
 2004 Fully Licensed Salesperson State of California
 2002 Conditional Real Estate License State of California
 1987 Publisher Institute Graduate, Boston, MA
 1986 Helen Berman Advertising Sales Training Graduate, Los Angeles, CA
 1980 - 1982 Attended Orange College, Costa Mesa, CA Major: Liberal Arts

Affiliations

2007 Point2 NLS
 2004 Loopnet Commercial Real Estate
 2004 PropertyLine Commercial Real Estate
 2002 Corona / Norco Board of Realtors
 2002 National Association of Realtors

Additional Skills

Skill	Skill Level	Last Used	Years Experience
Search Engine Optimization	Accomplished	Current	10
Web Marketing	Accomplished	Current	10
Strategic Web Development	Accomplished	Current	10
Strong Computer Skills	Accomplished	Current	20
Microsoft Word Excel PowerPoint	Accomplished	Current	20
Strong Presentation Skills	Accomplished	Current	25

Languages

- Russian (Conversational)

Additional Info

- Hold current and active Real Estate License in the State of California
- Analytical
- Task / Goal Oriented
- Strong Presenter
- Strong project coordinator
- Able to work independently or in teams
- Strong Manager, motivator and creative thinker
- Able to coordinate multiple projects and priorities with deep degrees of complexity
- Resourceful problem solver
- Detail, schedule and deadline oriented
- Exceptional interpersonal, verbal and written communication skills
- Able to interface with a variety of diverse people, with diverse expertise and dispositions
- Solid work ethic and “can do” attitude
- Able to travel as required
- Skilled tournament level golfer / play to a 1 handicap. Able to play in competitive and / or casual client oriented setting
- Former multifamily investment property owner. Purchased insolvent property returning it to solvency within 6 months. Sold the property within 14 months of original purchase fully occupied realizing a 242% property value increase.